

TICHENOR & THORP

March 18, 2015

Gary Jones
Director
Design Control Board
LA County Beaches and Harbors
13483 Fiji Way Trailer #3
Marina del Rey, CA 90292

Subject 0307.0098
Silver/Villa del Mar Phase 2 Additional Services

Design Control Board Submittal for the Site Signage Package for Villa del Mar
Apartments 13999 Marquesas Way

Via: Hand Delivered

Dear Director Jones,

We are pleased to submit our plans for the proposed site signage program for the Villa del Mar Apartments and Marina leasehold to the Marina del Rey Design Control Board ("DCB") for its review and approval at its April 15, 2015 meeting. We want to express our gratitude for the DCB's time, consideration and anticipated approval. The propose signage program consists of several categories of sign types, based primarily on the purpose and function of the sign and with consideration for the importance of the signage in establishing a cohesive sense of the quality and care of this marina community.

The signage categories are as follows:

1. Primary project identity.

Historically, the Villa del Mar Apartments and Marina have had two large wall mounted signs - one on the west face of the first building on Marquesas Way; one on the south wall of the leasing office building.

Our proposal would replace both of the signs with new "halo" lit channel letters of the new Villa del Mar logo, which will be pin mounted directly to the new stucco finish on these buildings. At the leasing office, which is currently under renovation, we propose to place the new sign in the upper left area of the south facing wall, which corresponds aesthetically with the new planted trellis system to be installed on this facade (approved under previous application).

Both new signs will be similar size to the existing wall mounted signage, however, in the case of the leasing office, sign, we hope to minimize the visual impact of the sign itself through the use of the channel letters mounted directly to the wall, not on a backboard panel.

The material for these signs will be channel formed aluminum with internal rear facing LED lights. The lighting will provide a low level glow behind the letters, against the wall surface. As required, the lighting will be on a separately timed power circuit.

Lower case text will be flat cut, colored lettering pin mounted directly to the wall, without additional illumination.

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2. Large directional sign.

We propose placing flat cut aluminum letters onto the new entry wall at the leasing office.

3. Informational signage.

There are two levels of informational signs - one which functions as an advertising sign for the leasing office, with hours and contact information; one type which will be placed at each driveway entry, directing traffic for residents and guests.

These signs will be color coated aluminum metal with high performance vinyl lettering and digital logo. The post frames will be tubular aluminum, color to match the sign face.

4. Directional signage.

Directional signage will be placed on the site only as necessary for access to the common facilities such as the clubhouse, athletic club, pool area and locker rooms. These signs will be reverse etched graphics on modified non- glare acrylic panel, mounted on tubular aluminum flag posts with color to match the sign face.

5. Facility identity signage.

There are two levels of facility identity signage - one style which meets ADA compliance for entry doors to facilities such as the boater restrooms, locker rooms, athletic club, etc.; one style which will be mounted on the dock gates along the promenade.

These signs will be reverse etched graphics on modified non- glare acrylic panel, mounted directly to the gates.

Address signage on the dock gates will be flat cut aluminum numbers with a brushed silver and clear coated finish.

6. Regulatory and caution signage.

Internal regulatory signage for parking spaces, traffic flow, etc. will be reverse etched graphics on modified non- glare acrylic panel, mounted on tubular aluminum flag posts with color to match the sign face.

We hope that the DCB will appreciate the design intent of this comprehensive signage program and will agree with our approach to provide a subtle, clear, functionally-appropriate design aesthetic aimed to enhance the extensive improvements currently under construction at Villa del Mar.

Thank you for your consideration.

Respectfully yours,

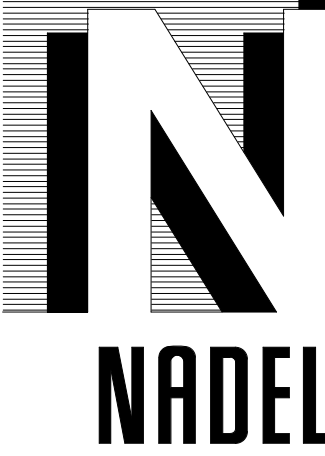
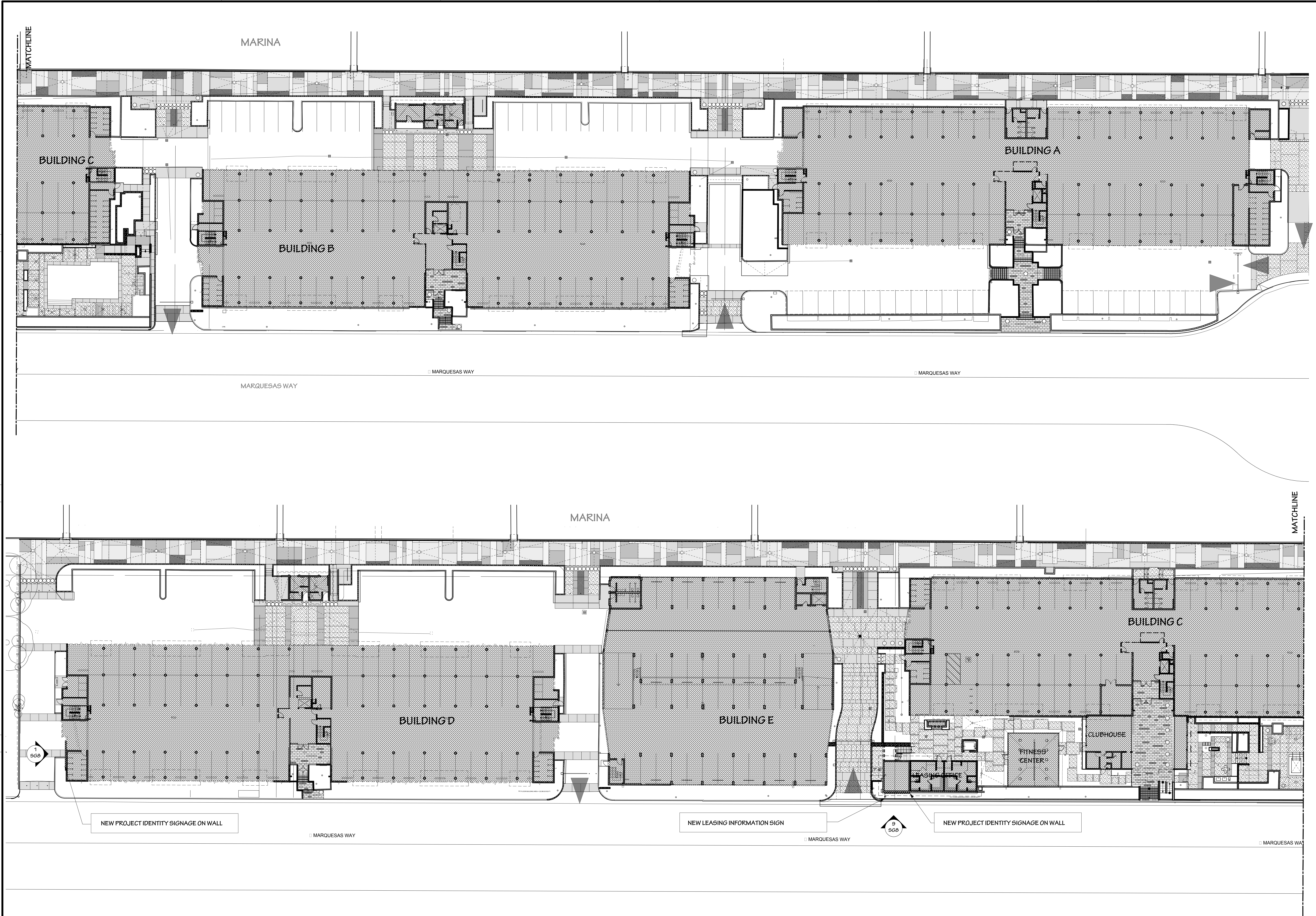


Digital signature
3.18.2015

Brian Tichenor, AIA
Principal

bt:am

cc: Anette Meertens
Rick Silver



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REVISIONS:
DCB 3.18.2015

OWNER:

PROJECT:
**VILLA DEL MAR
APARTMENTS & MARINA**
13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

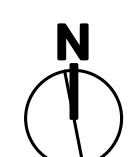
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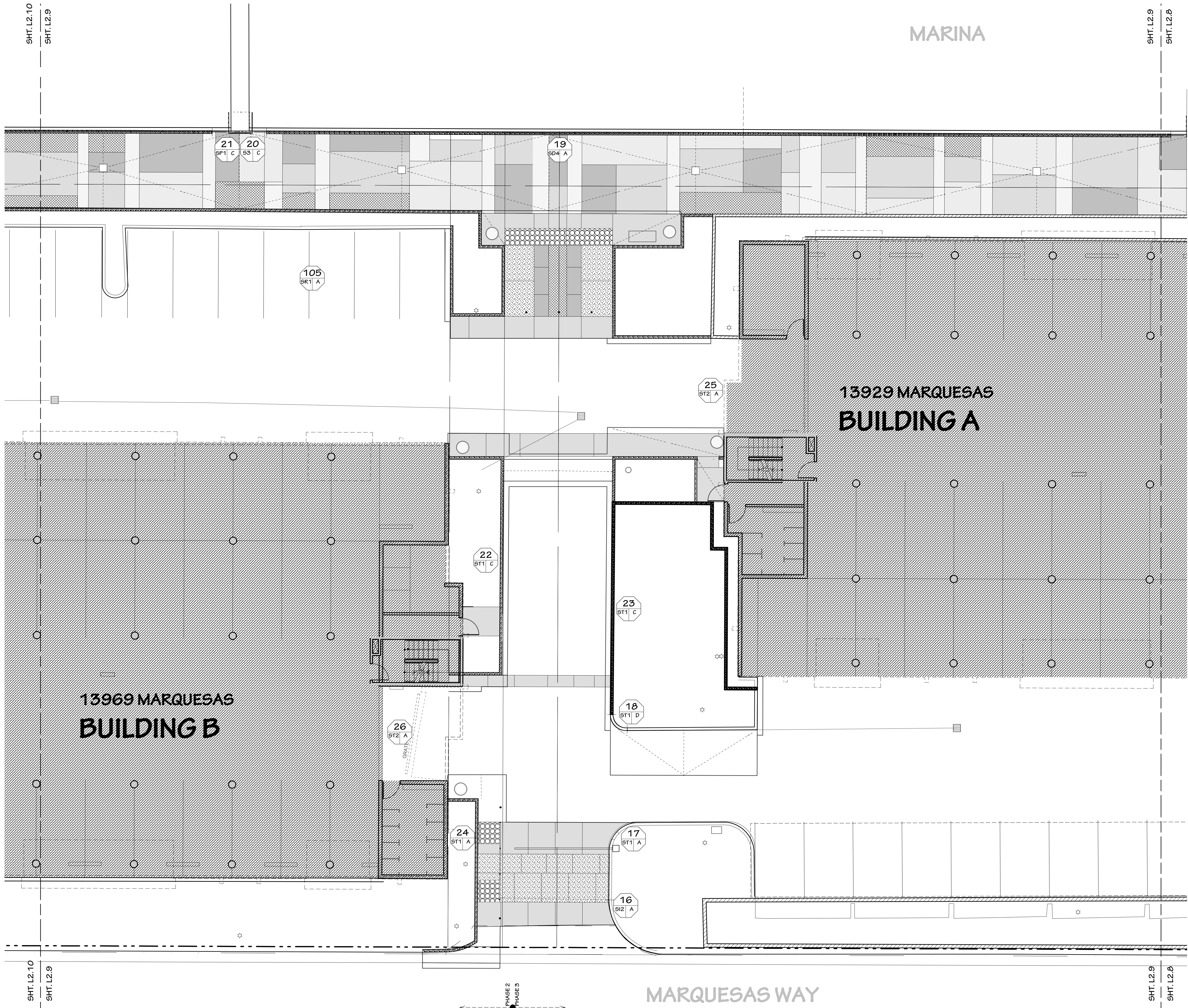
OVERALL SITE SIGNAGE
PLAN

DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1"=20'-0"
SHEET NO.

SG.02

SCALE: 1"= 20'-0"





- GENERAL NOTES**
1. ALL WORK SHALL CONFORM WITH APPLICABLE ZONING AND BUILDING CODES.
 2. FIELD STAKE ALL SIGNAGE LOCATIONS FOR REVIEW BY LANDSCAPE ARCHITECT PRIOR TO INSTALLATION.
 3. CONTRACTOR SHALL SUBMIT SHOP DRAWINGS AND MATERIAL SAMPLES FOR ARCHITECT'S APPROVAL.
 4. REFER TO STRUCTURAL PLANS FOR DETAILS, WHERE NEEDED.

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1. PROVIDE 120V. POWER SUPPLY TO ALL IDENTITY WALL SIGNS. PROVIDE WITH DEDICATED CIRCUIT ON PANEL, AS PER CODE.
 2. QUANTITY AND LOCATION OF BOATER AND GUEST PARKING SIGNS TO BE VERIFIED WITH OWNER.
 3. PROVIDE ADA SIGNAGE AS REQUIRED BY CODE UNDER SEPARATE PERMIT (SEE ARCHITECTURAL PLANS)
 4. PROVIDE POOL HEALTH AND SAFETY SIGNAGE AS REQUIRED BY CODE UNDER SEPARATE PERMIT (SEE ARCHITECTURAL PLANS)

- SYMBOLS LEGEND**
- REFERS TO HARDSCAPE FINISH SCHEDULE
 - - - - - PROPERTY LINE
 - LEVEL CHANGE
 - SPOT ELEVATION (RELATIVE TO SURVEY)
F.G. = FINISH GRADE
F.S. = FINISH SURFACE
F.F. = FINISH FLOOR LEVEL
T.C. = TOP OF CURB
P.O.B. = POINT OF BEGINNING
 - ELEVATION OF SITE WALLS
T.W. = TOP OF WALL
B.W. = BOTTOM OF WALL
 - 3
15.1
--- DETAIL REFERENCE
--- SHEET NUMBER
 - 1
ST1 A
--- SIGN NUMBER
--- TEXT GROUP
--- SIGN CATEGORY

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SEAL:
DATE: 3/31/15
C-8376
RENEWAL DATE:
STATE OF CALIFORNIA

CONSULTANT:
TICHERON & THORP ARCHITECTS, INC.
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REVISIONS:
DCB 3.16.2015

OWNER:

VILLA DEL MAR APARTMENTS & MARINA
13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

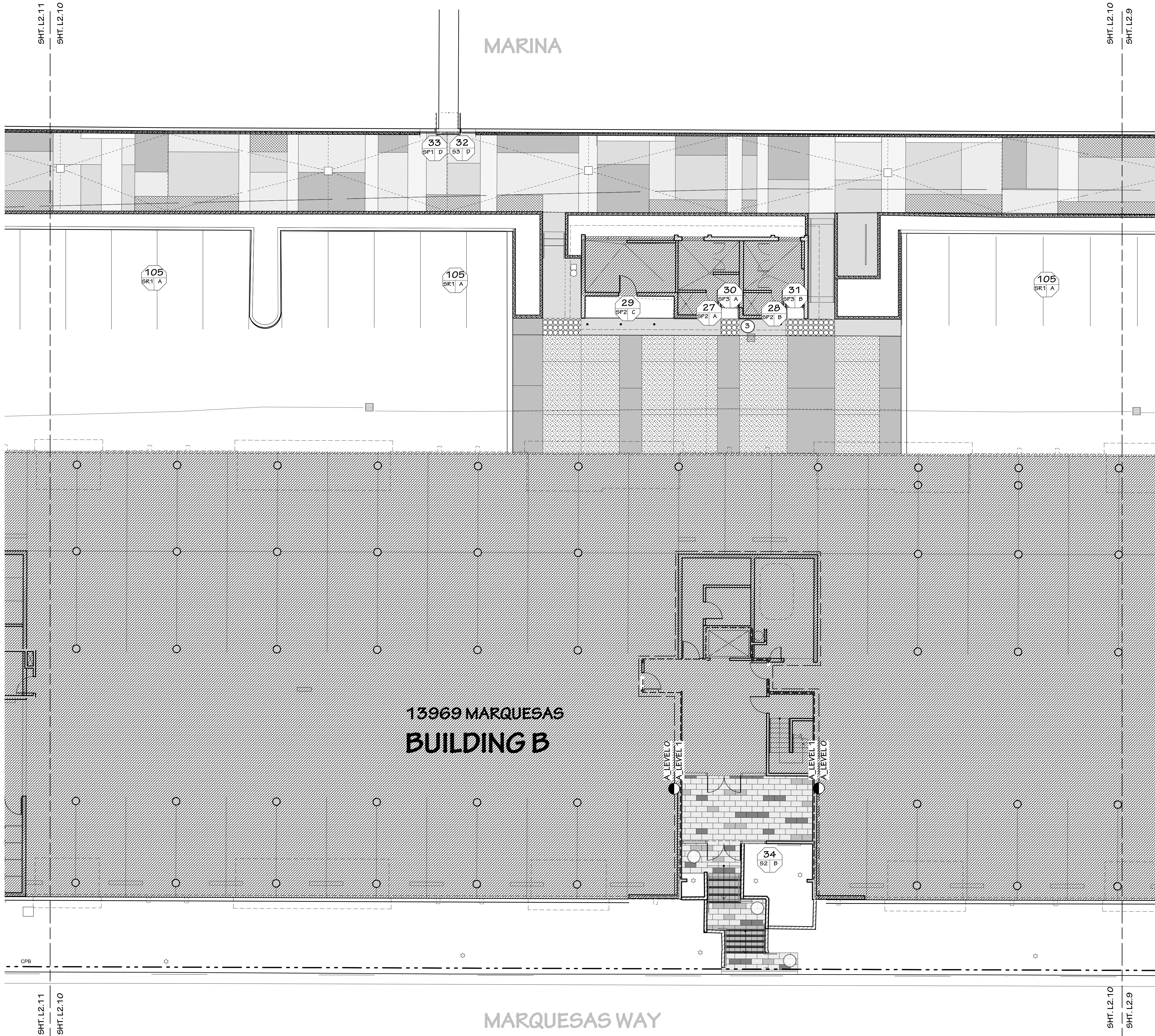
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DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1/8"= 1'-0"
SHEET NO.

SG.2



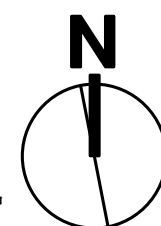
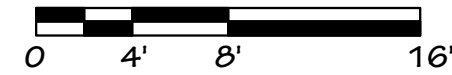
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PLAN KEYNOTES

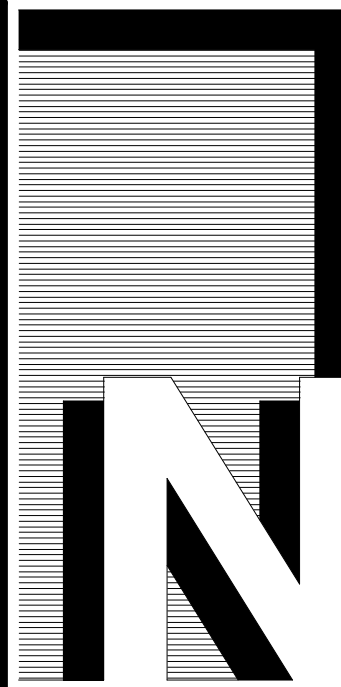
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SCALE: 1/8"=1'-0"



SYMBOLS LEGEND

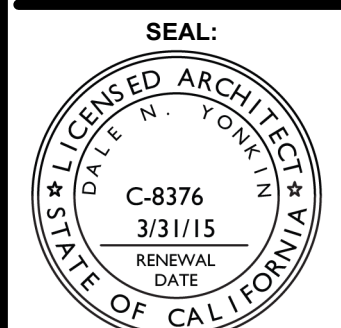
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SR1 A
--- SIGN NUMBER
--- TEXT GROUP
--- SIGN CATEGORY



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NO.	DATE	DESCRIPTION
1	DCB 3.16.2015	

OWNER:

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MARINA DEL REY, CALIFORNIA 90292

DRAWING TITLE:

**SIGNAGE PLAN
BUILDING B**

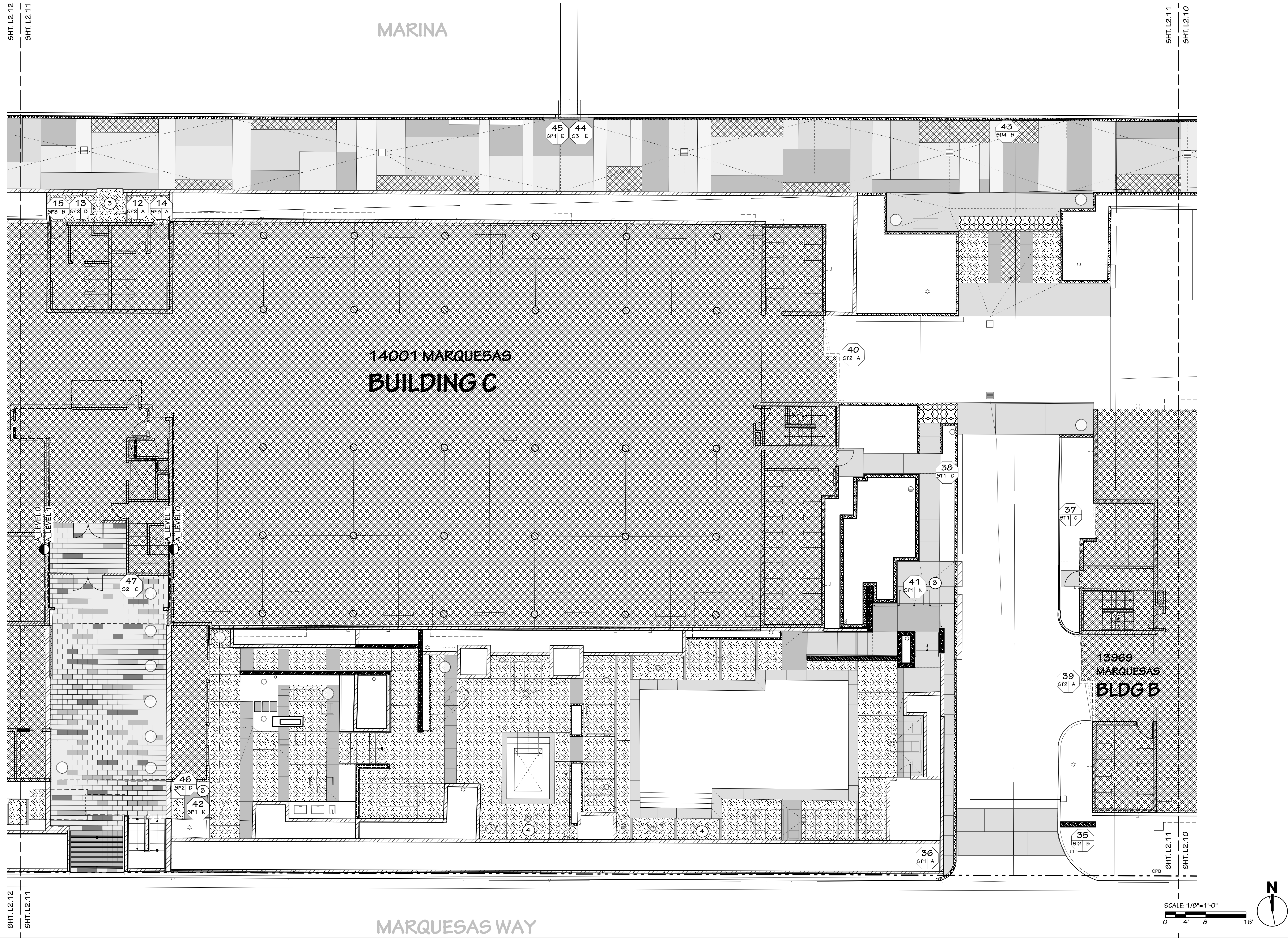
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JOB NO. 09344.00

SCALE: 1/8"=1'-0"

SHEET NO.

SG.3



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SYMBOLS LEGEND

	REFERS TO HARDSCAPE FINISH SCHEDULE
	PROPERTY LINE
	LEVEL CHANGE
	SPOT ELEVATION (RELATIVE TO SURVEY) F.G. = FINISH GRADE F.S. = FINISH SURFACE F.F. = FINISH FLOOR LEVEL T.C. = TOP OF CURB P.O.B. = POINT OF BEGINNING
	ELEVATION OF SITE WALLS T.W. = TOP OF WALL B.W. = BOTTOM OF WALL
	DETAIL REFERENCE SHEET NUMBER
	SIGN NUMBER TEXT GROUP SIGN CATEGORY

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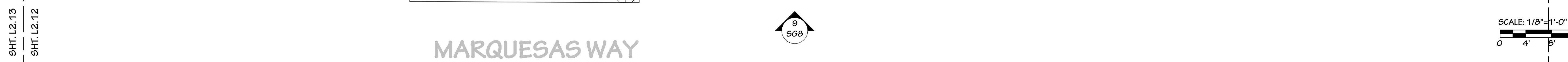
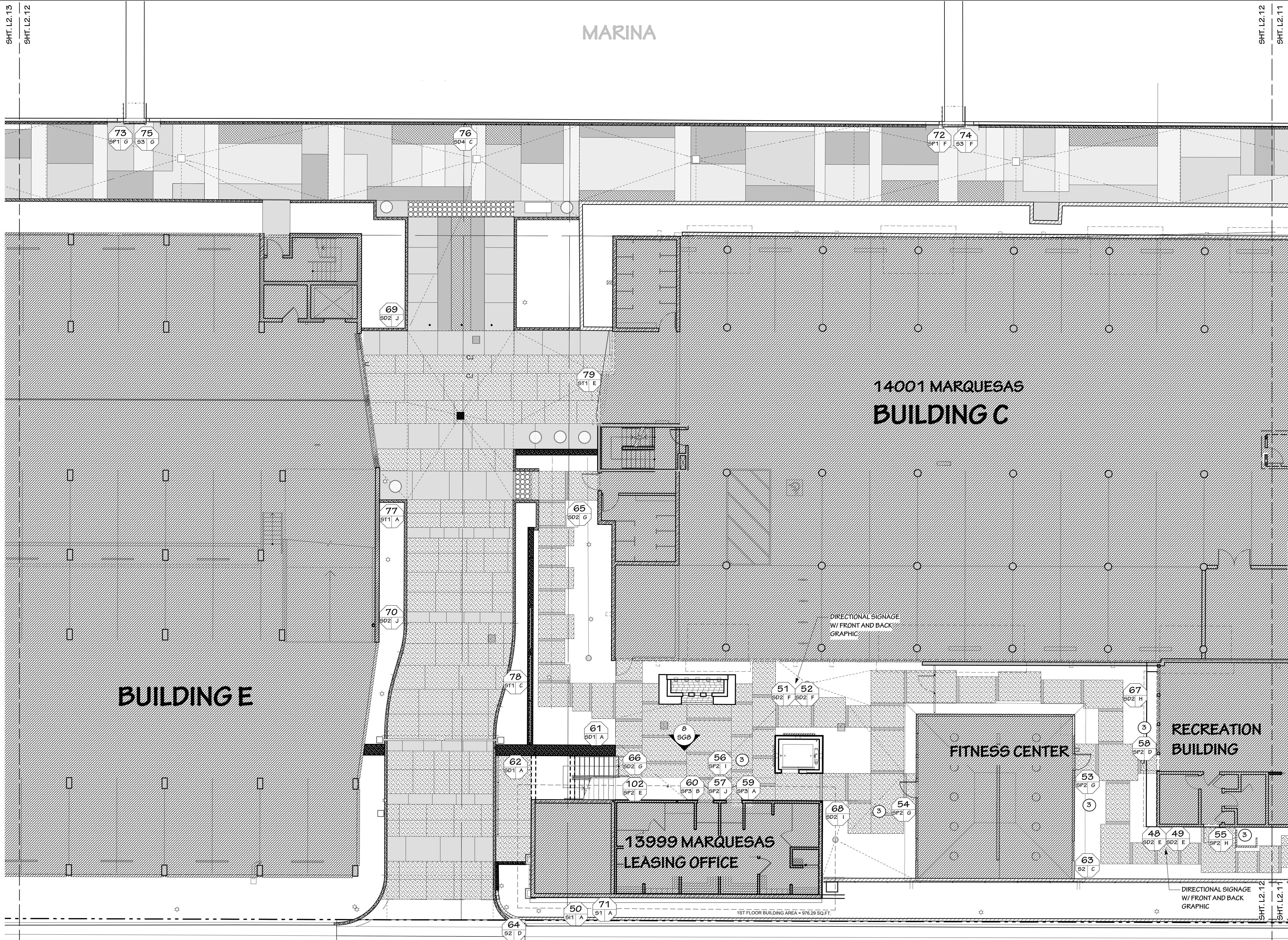
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DATE: 3/31/15
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RENEWAL DATE: 3/31/18
CONSULTANT:
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P.O. BOX 10000
LOS ANGELES, CALIFORNIA 90024
REVISIONS:
DCB 3.16.2015
OWNER:

PROJECT:
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13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

DRAWING TITLE:
SIGNAGE PLAN BUILDING C

DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1/8" = 1'-0"
SHEET NO. **SG.4**

MARINA



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 - DETAIL REFERENCE
SHEET NUMBER
 - SIGN NUMBER
TEXT GROUP
SIGN CATEGORY

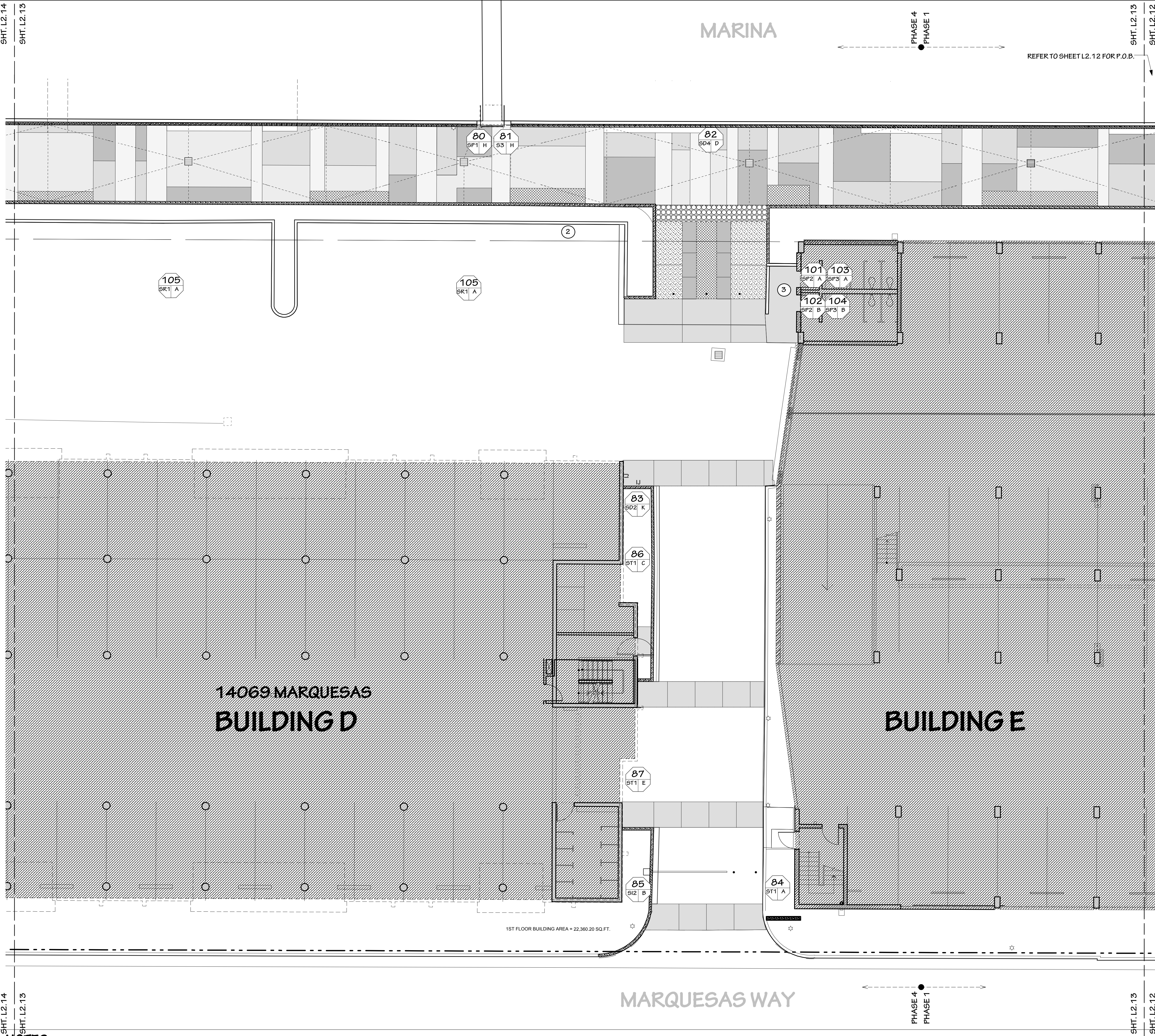
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SEAL: C-8376 3/31/15
CONSULTANT: TITCHENOR & THORP ARCHITECTS, INC.
REVISIONS: DCB 3.16.2015

OWNER: VILLA DEL MAR APARTMENTS & MARINA
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MARINA DEL REY, CALIFORNIA 90292

PROJECT: SIGNAGE PLAN
BUILDING C & E, LEASING OFFICE

DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1/8" = 1'-0"
SHEET NO. **SG.5**



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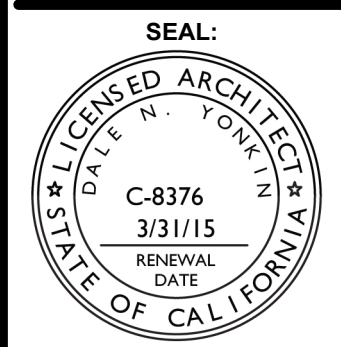
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- DETAIL REFERENCE
3 15.1 SHEET NUMBER
- 1 8K1 A SIGN NUMBER
TEXT GROUP
SIGN CATEGORY

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DCB 3.16.2015

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DRAWING TITLE:

**SIGNAGE PLAN
BUILDING E & D**

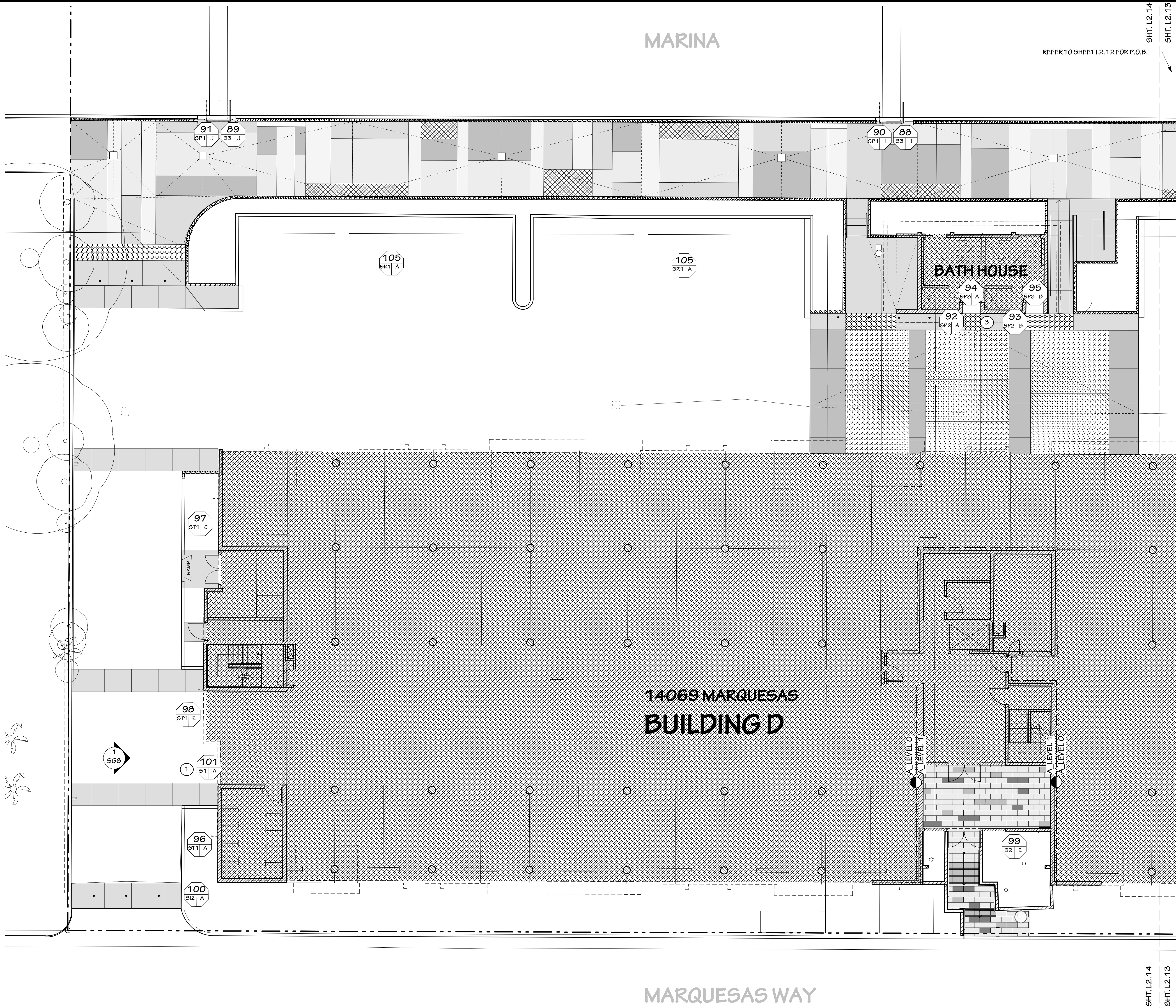
DATE: JULY 31, 2013

JOB NO. 09344.00

SCALE: 1/8"= 1'-0"

SHEET NO.

SG.6



GENERAL NOTES

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SEAL:
DATE: 3/31/15
C-6376
RENEWAL DATE:
CONSULTANT:
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LOS ANGELES, CALIFORNIA 90045
P.O. BOX 10000
LOS ANGELES, CALIFORNIA 90045
REVISIONS:
DCB 3.16.2015
OWNER:

PROJECT:
VILLA DEL MAR APARTMENTS & MARINA
13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

DRAWING TITLE:

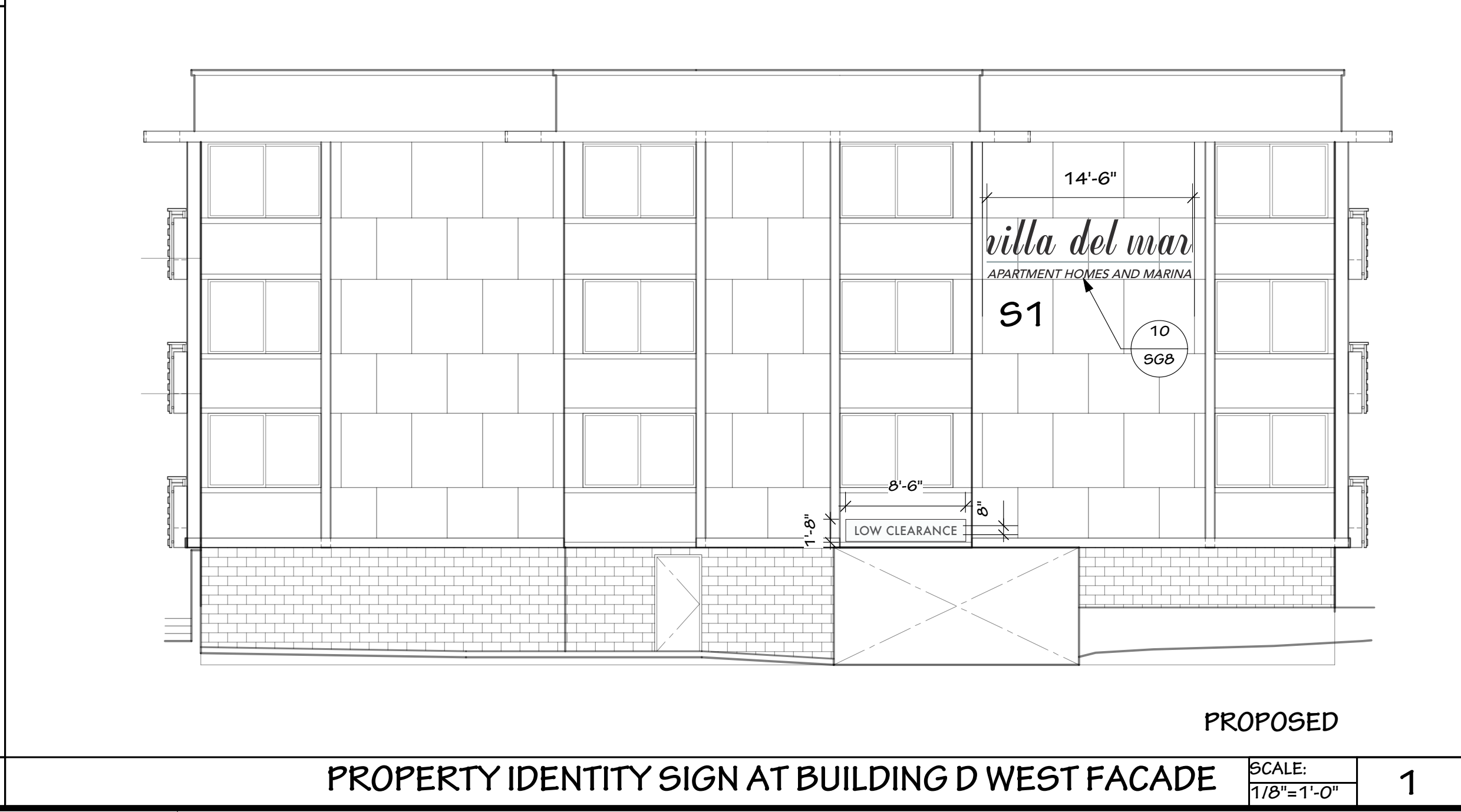
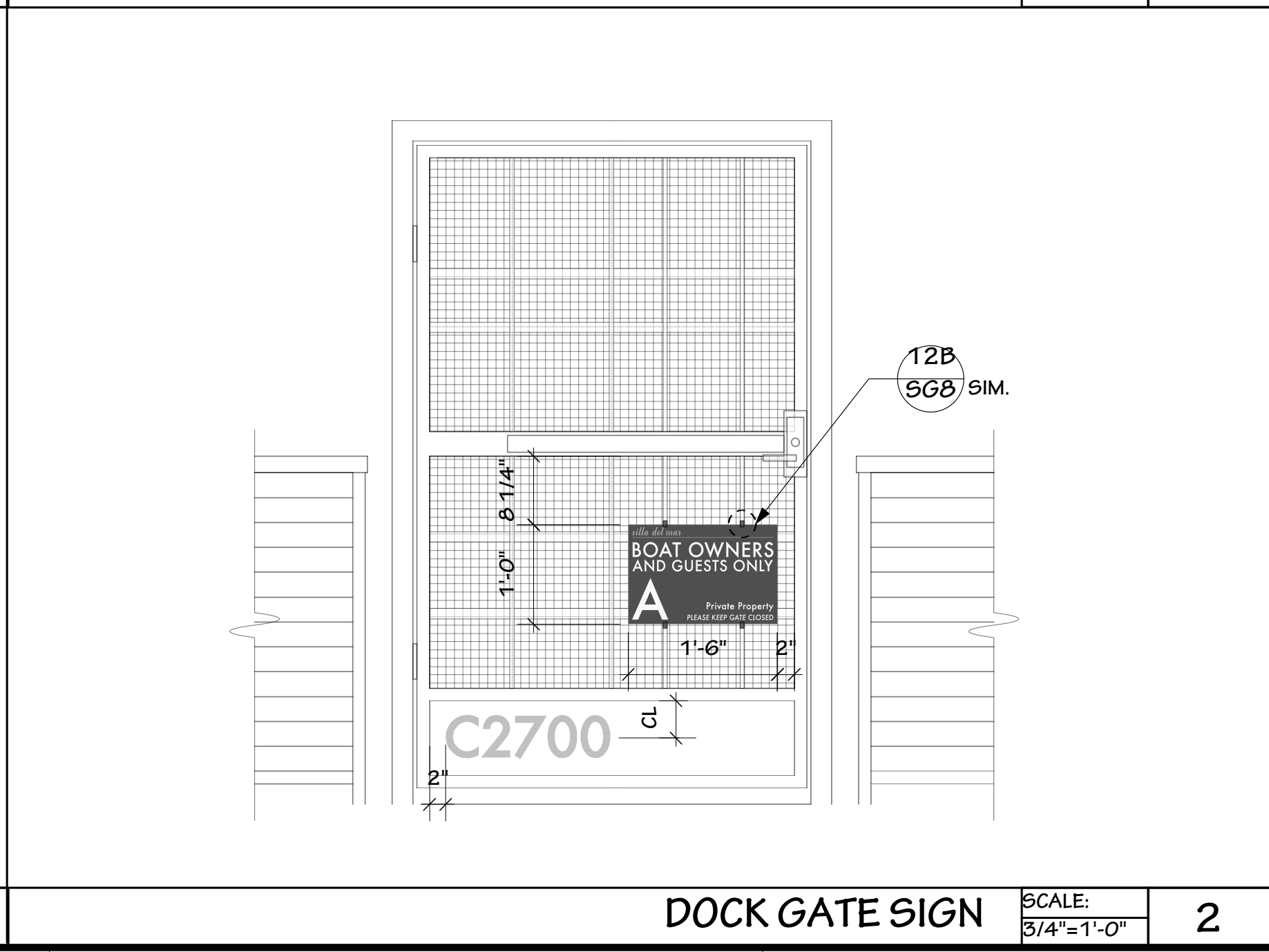
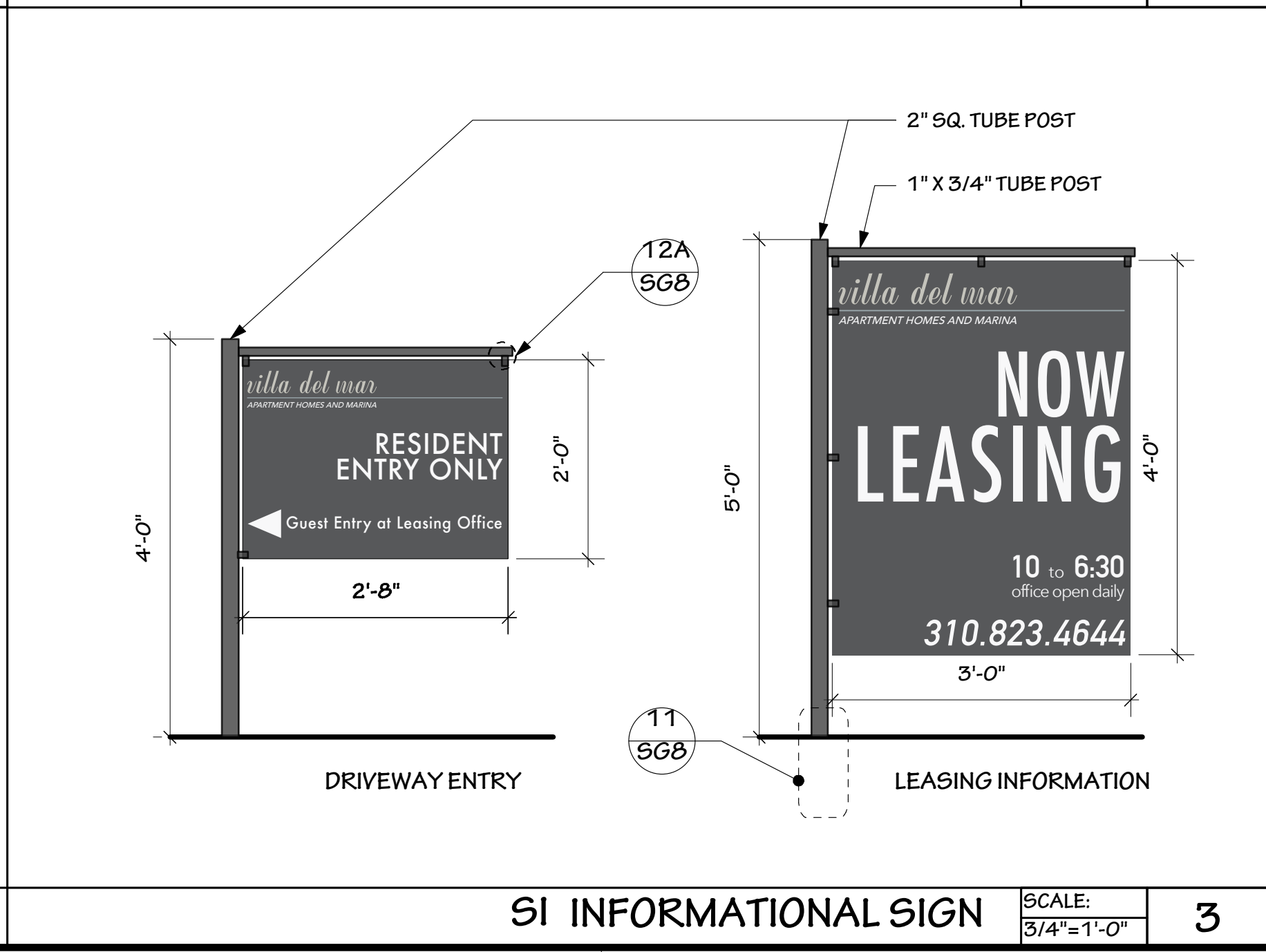
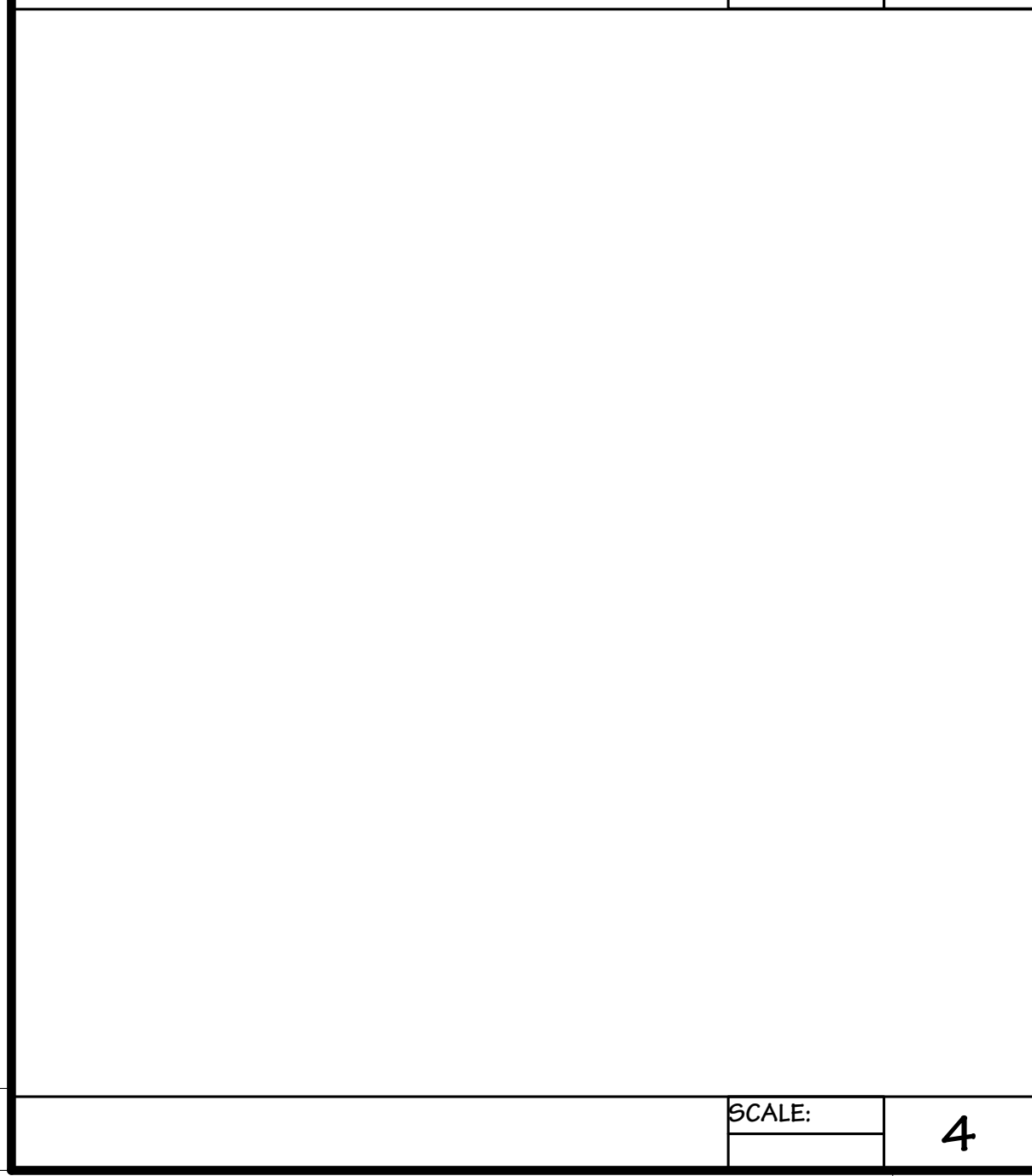
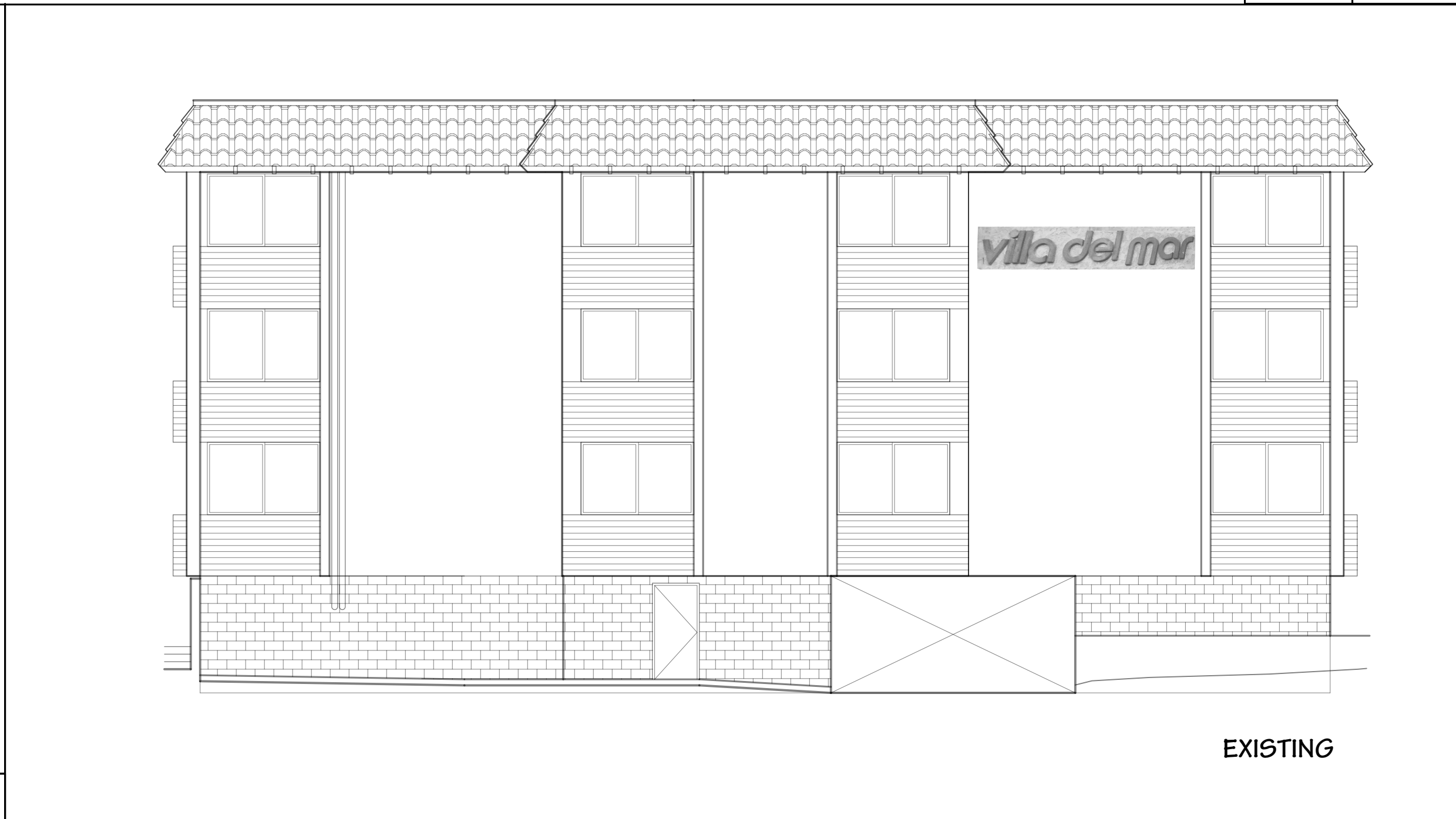
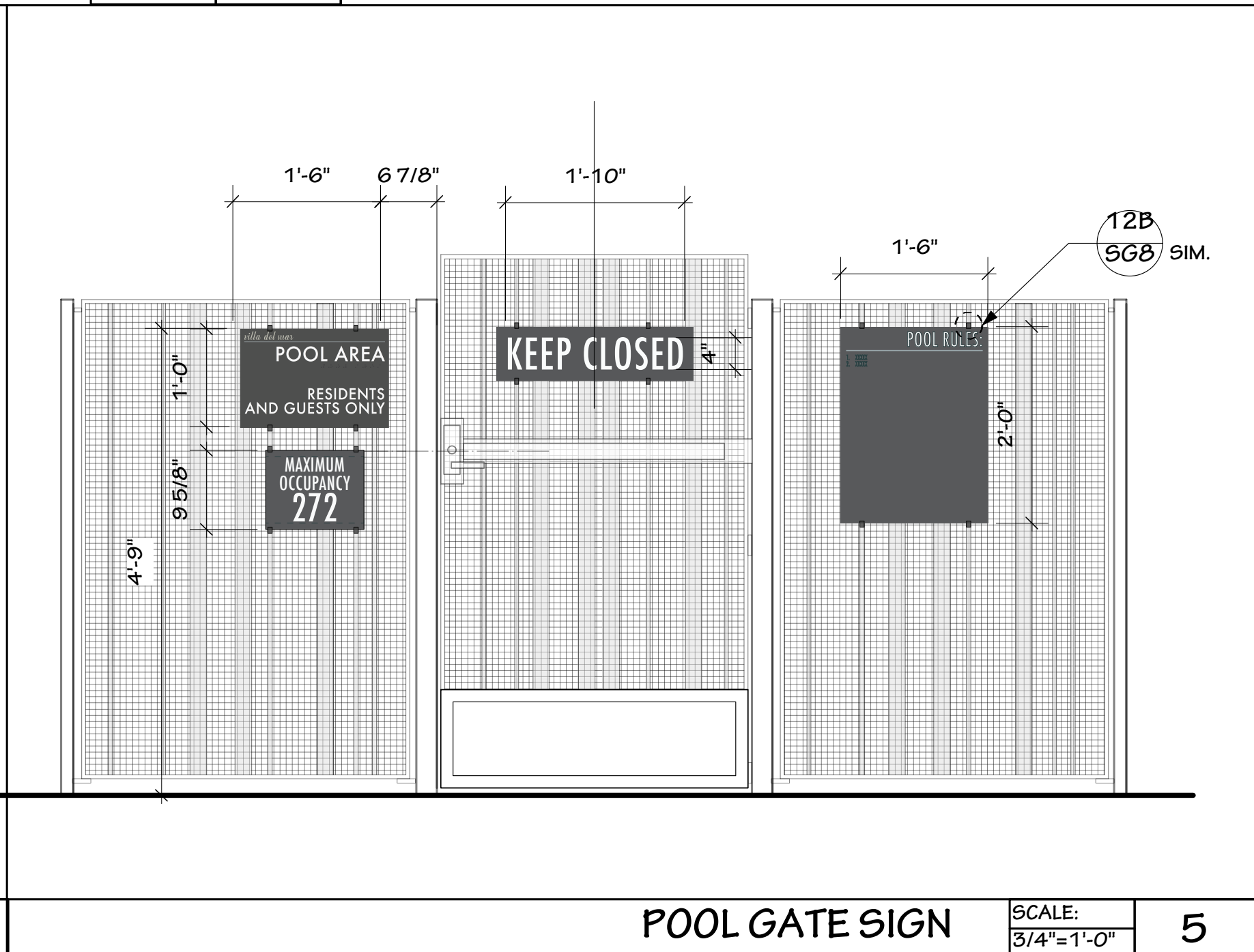
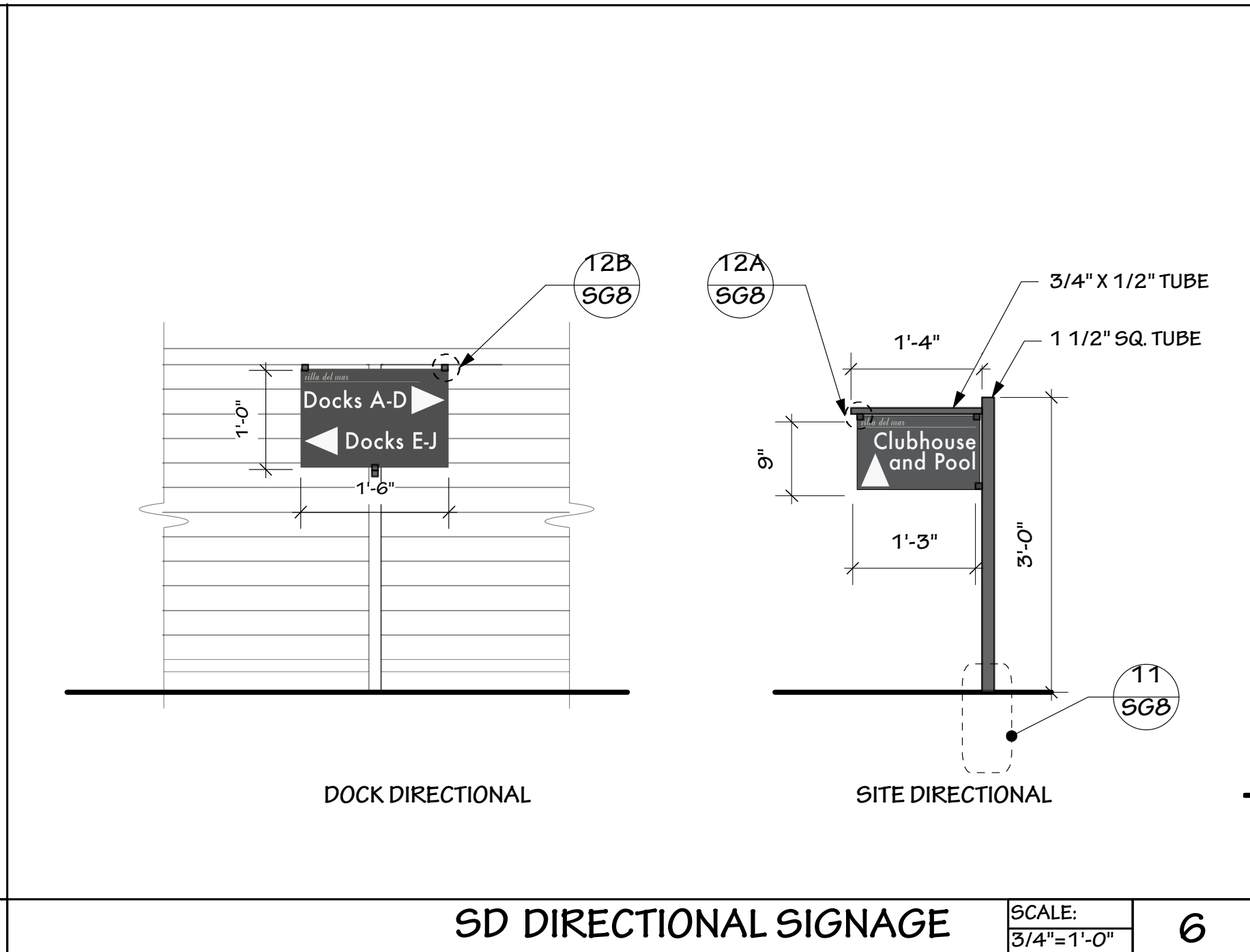
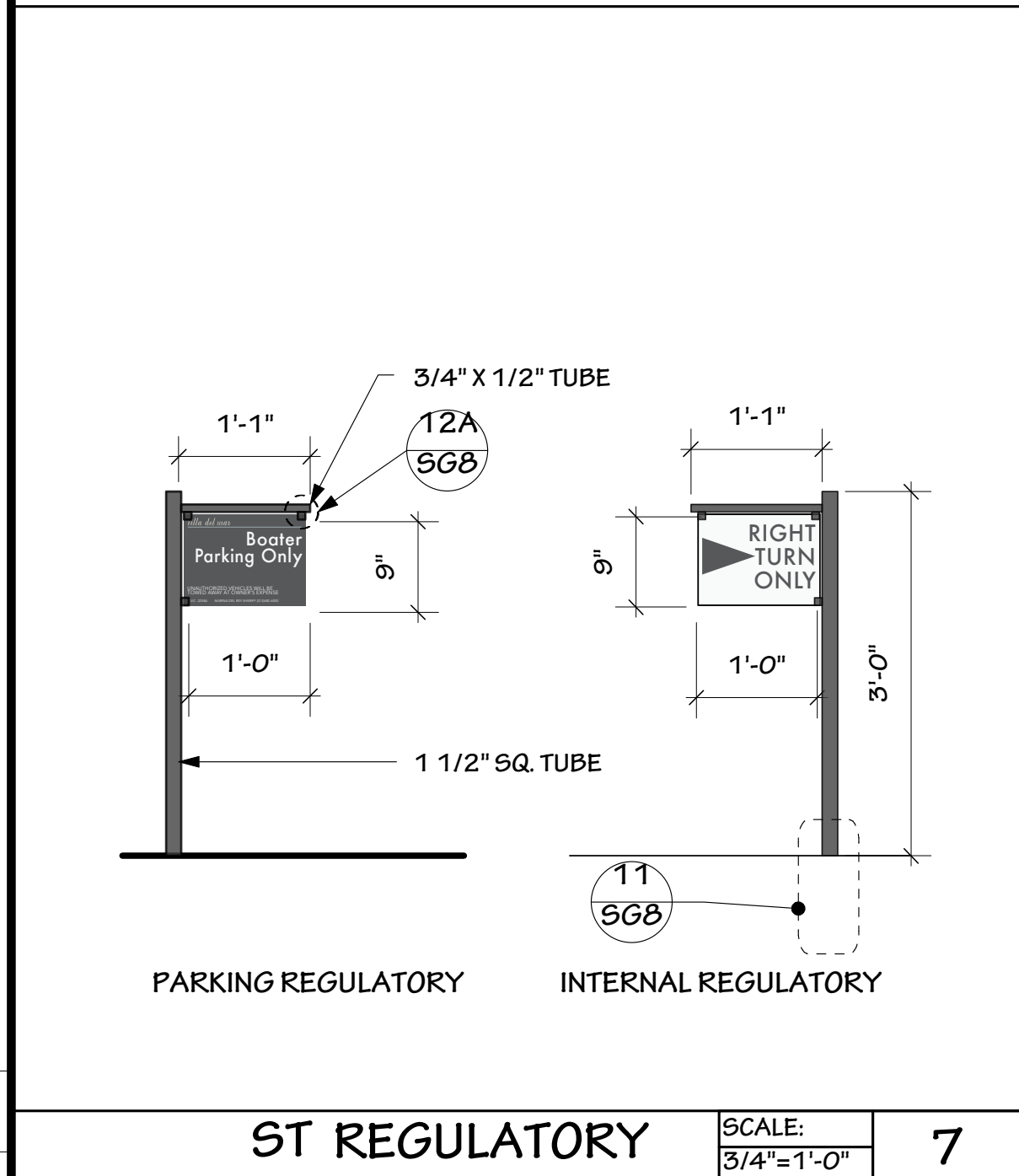
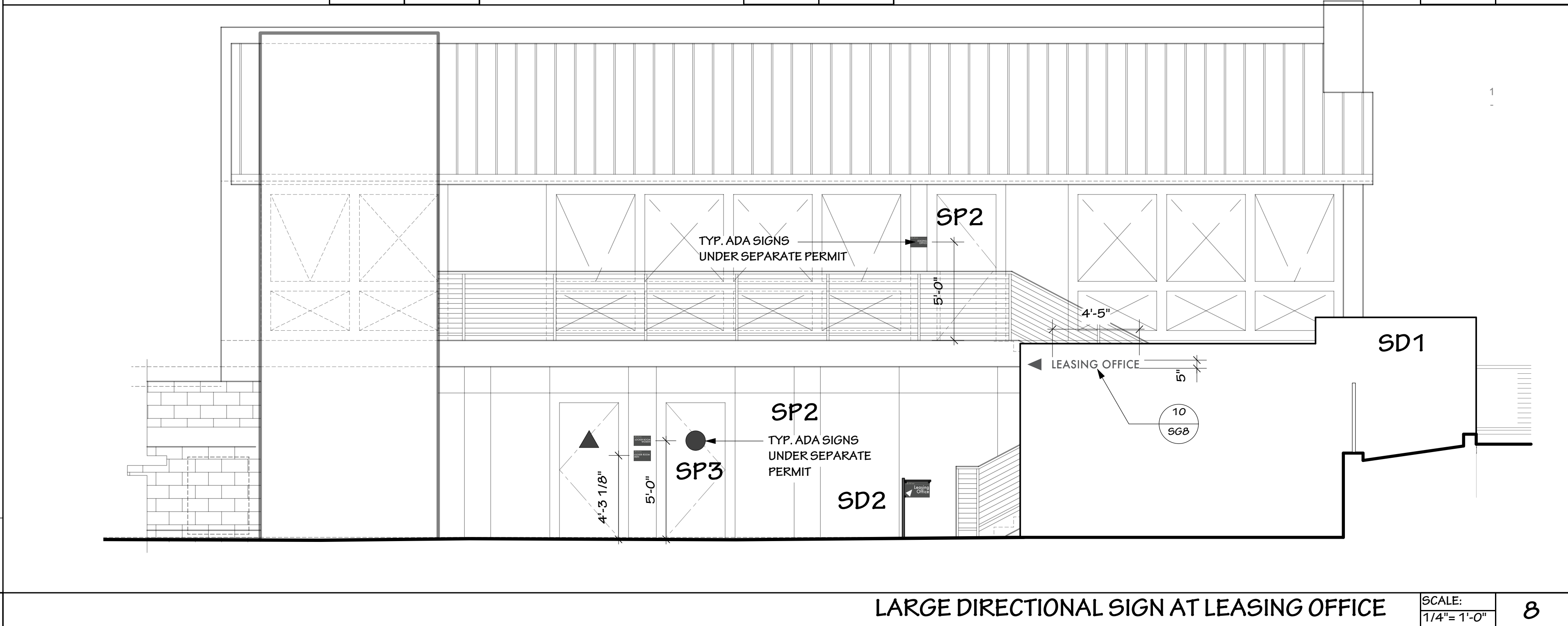
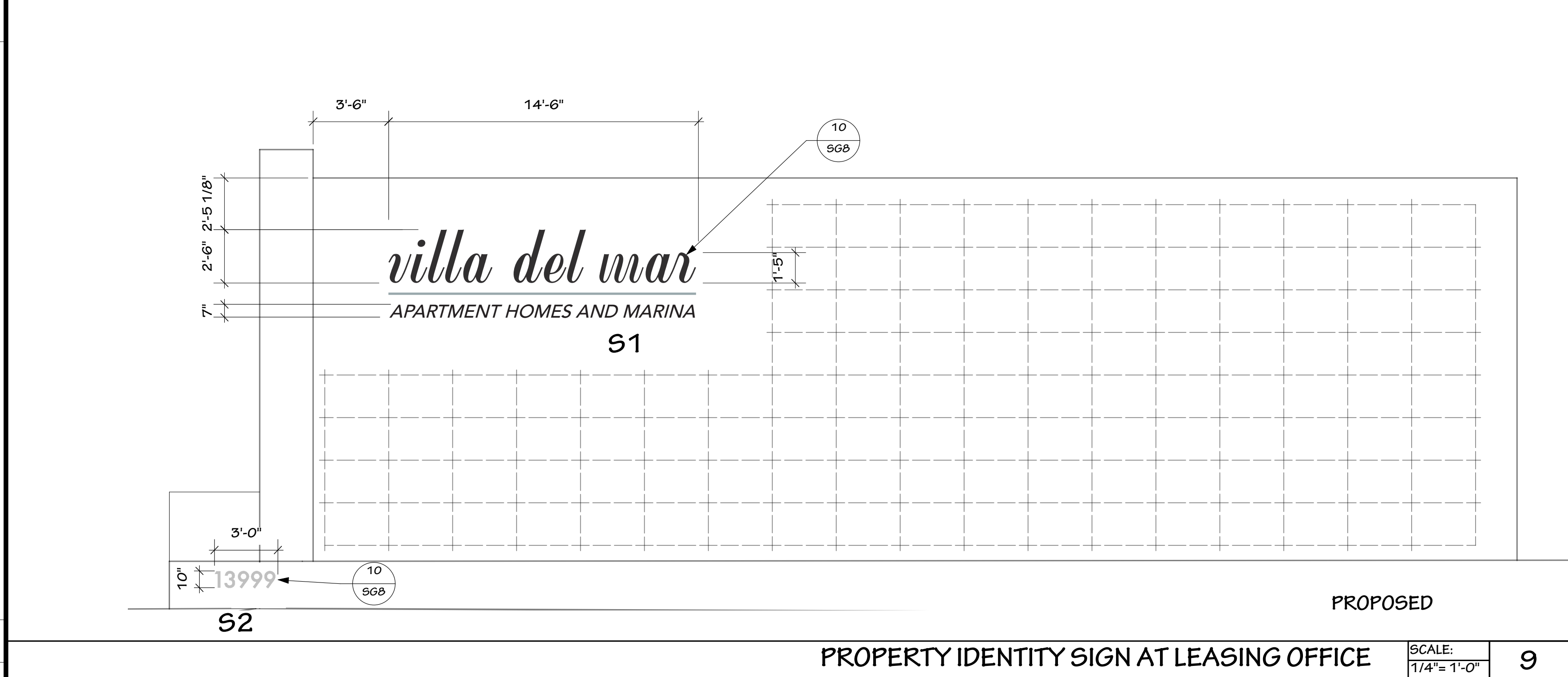
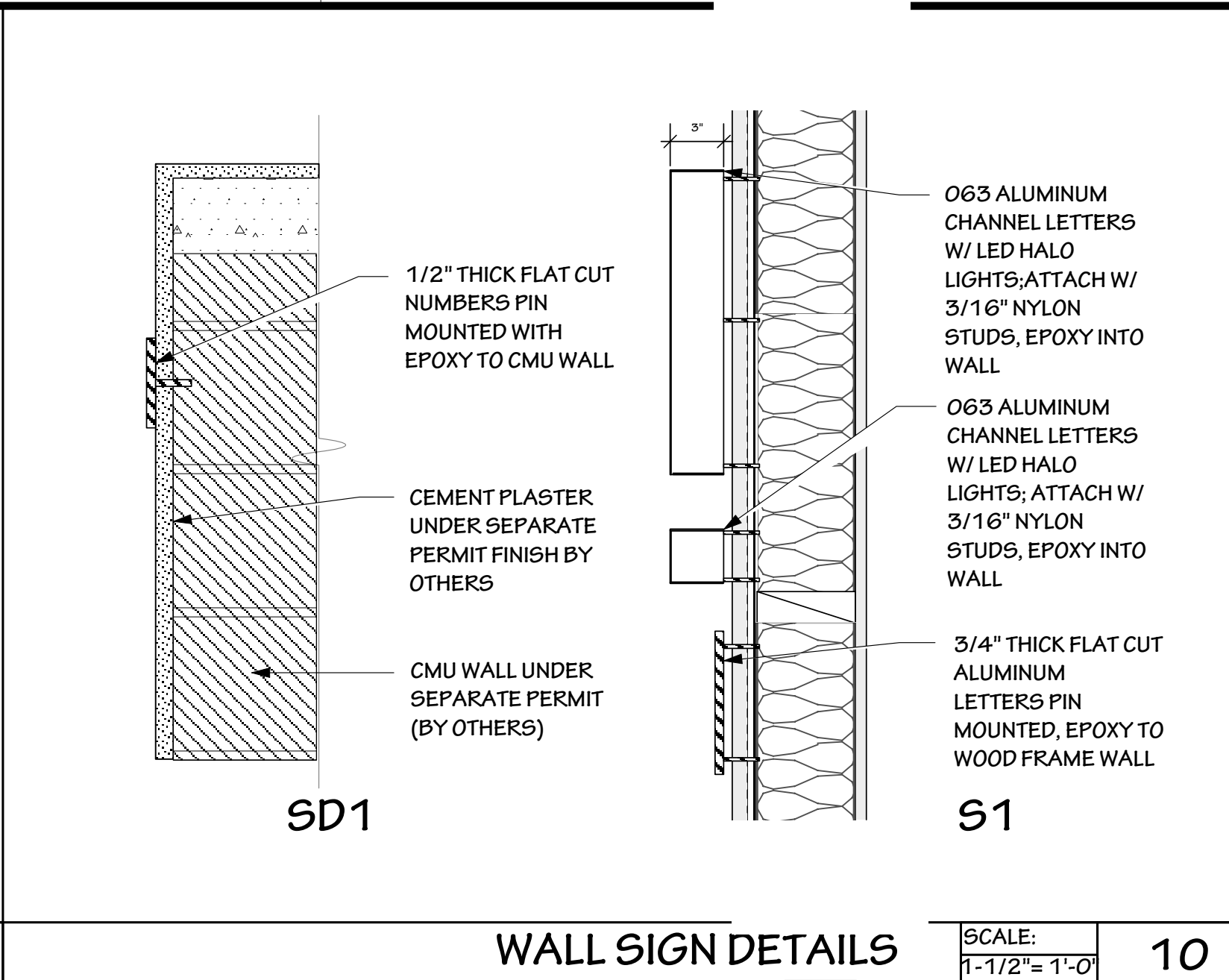
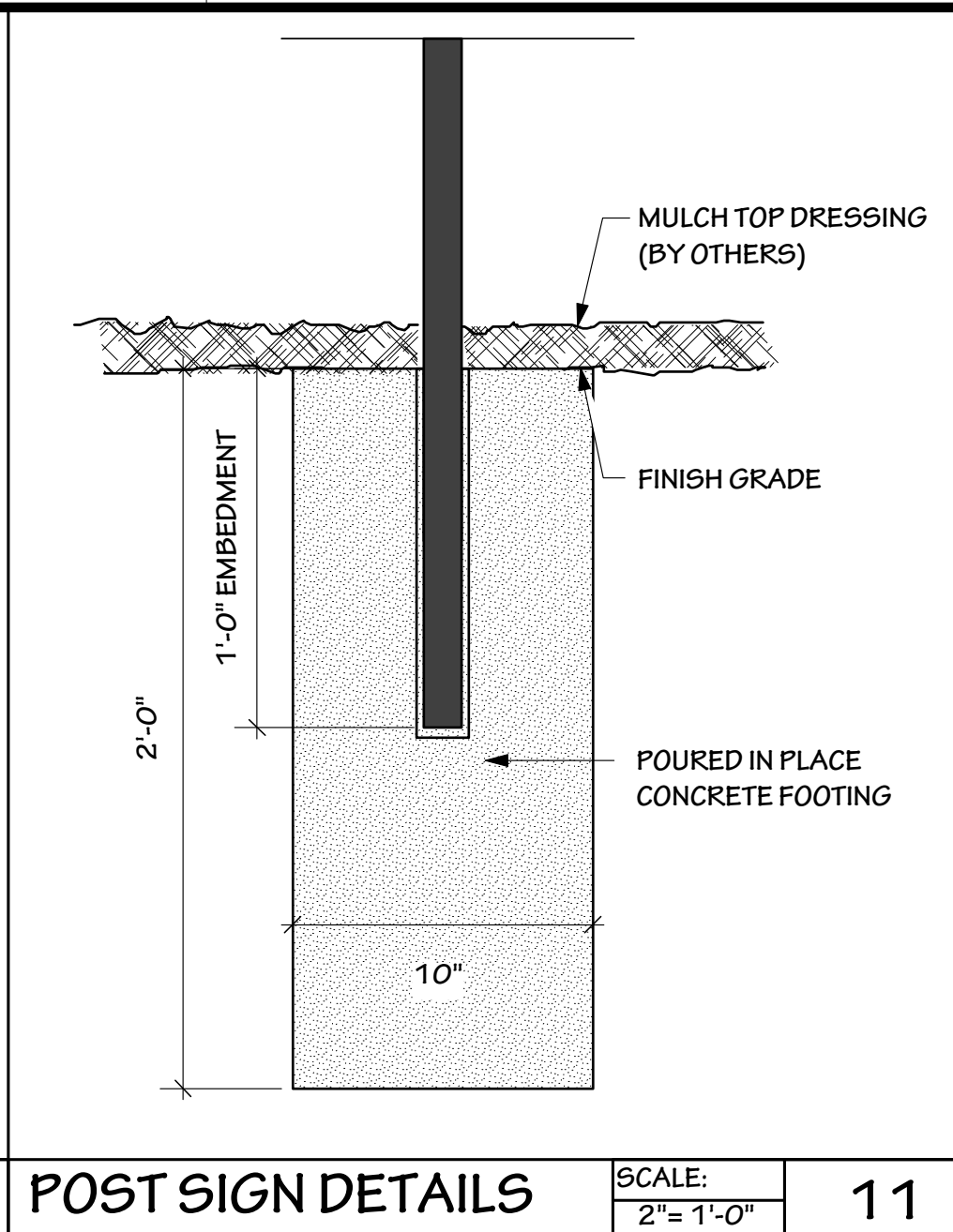
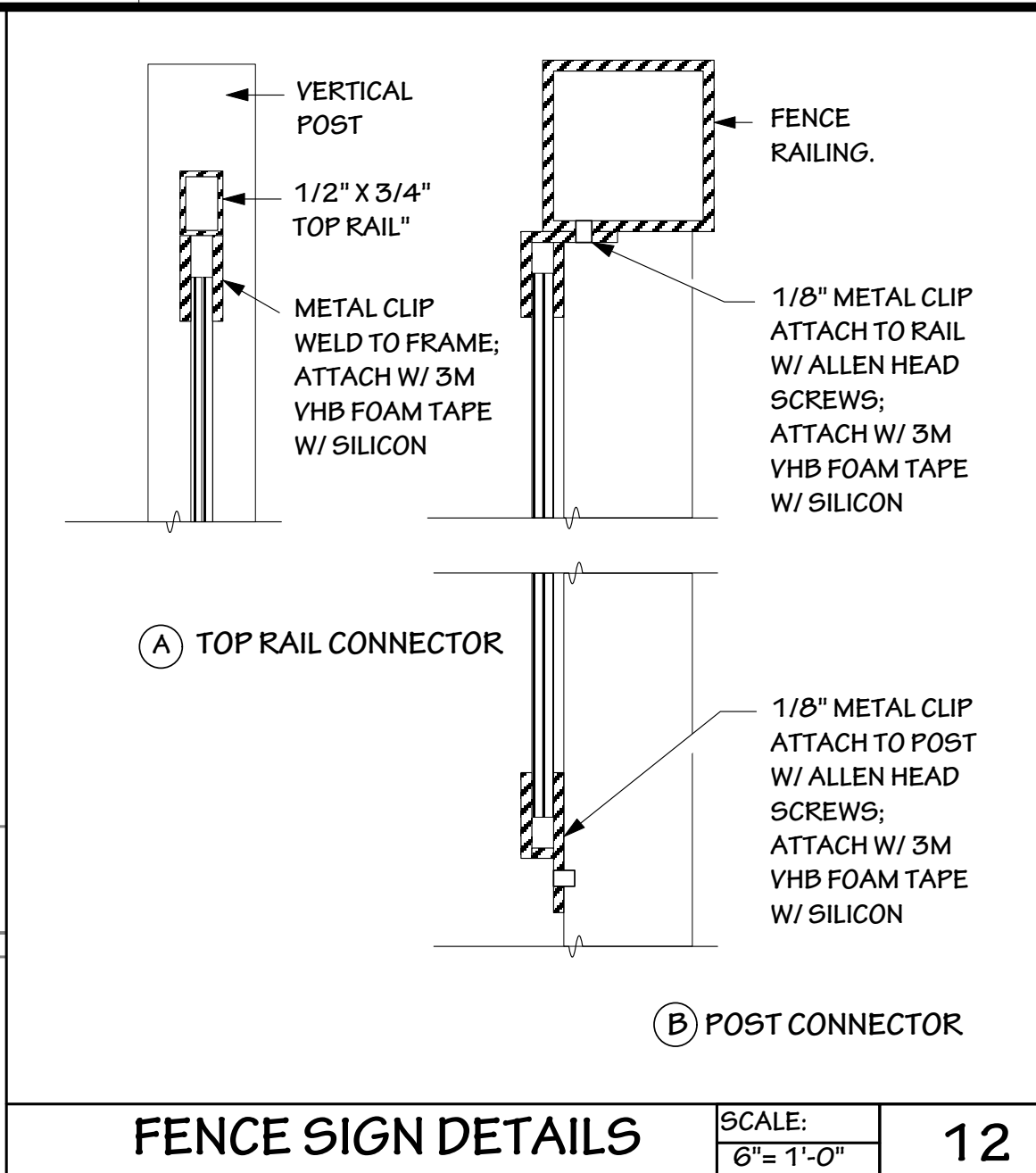
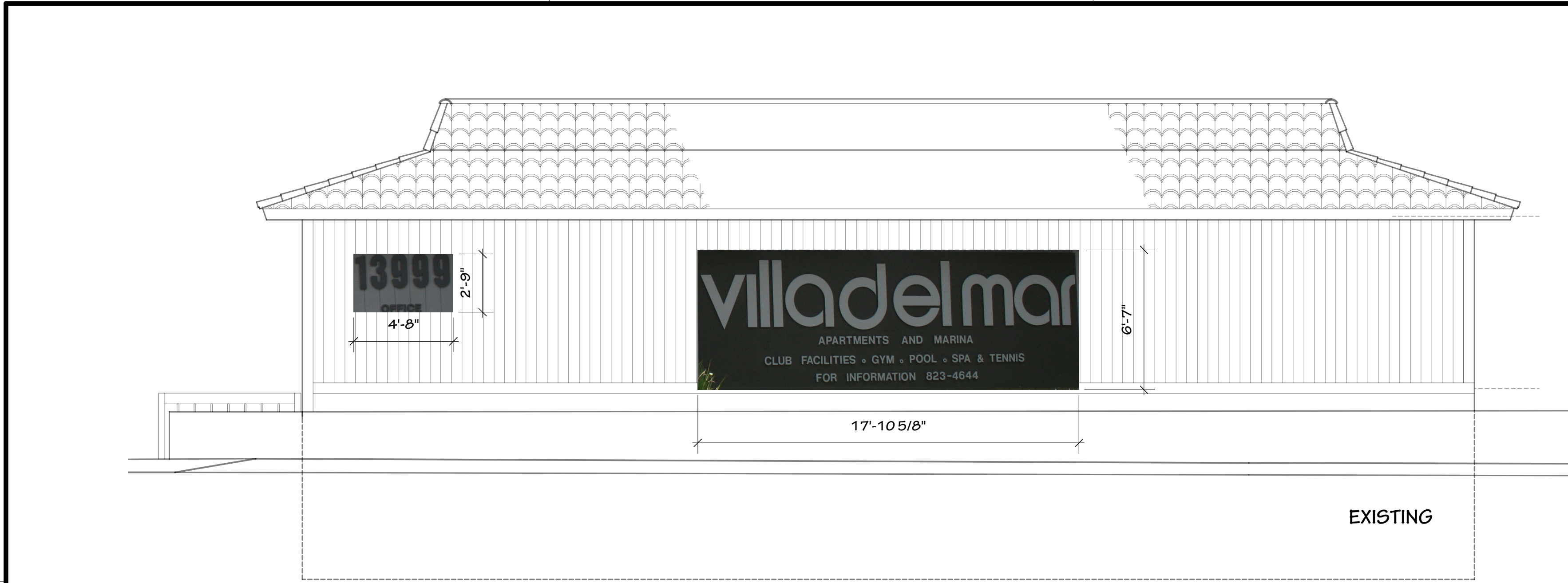
SIGNAGE PLAN BUILDING D

DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1/8" = 1'-0"
SHEET NO.

SG.7

SYMBOLS LEGEND

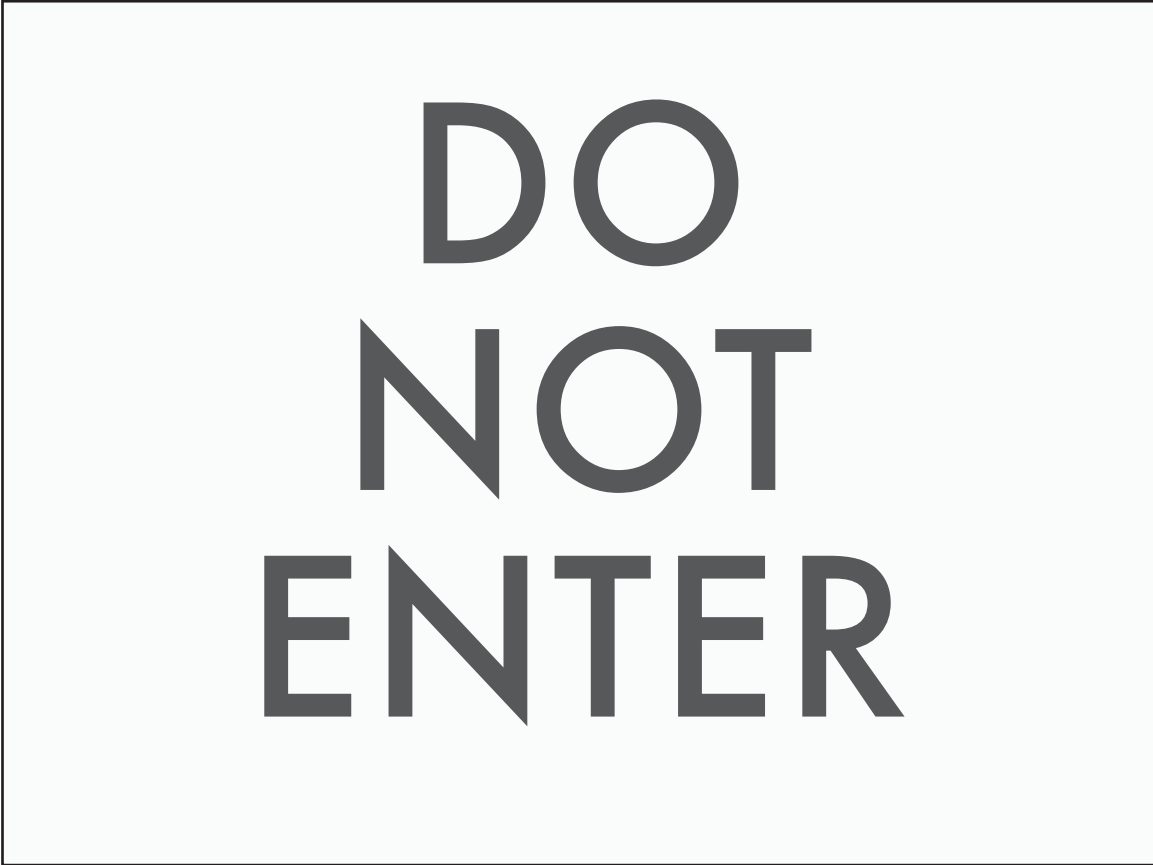
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- LEVEL CHANGE
- SPOT ELEVATION (RELATIVE TO SURVEY)
F.G. = FINISH GRADE
F.S. = FINISH SURFACE
F.F. = FINISH FLOOR LEVEL
T.C. = TOP OF CURB
P.O.B. = POINT OF BEGINNING
- T.W. XXXX'
B.W. XXXX'
ELEVATION OF SITE WALLS
T.W. = TOP OF WALL
B.W. = BOTTOM OF WALL
- 3
15.1
DETAIL REFERENCE
SHEET NUMBER
- 1
SPT J A
SIGN NUMBER
TEXT GROUP
SIGN CATEGORY



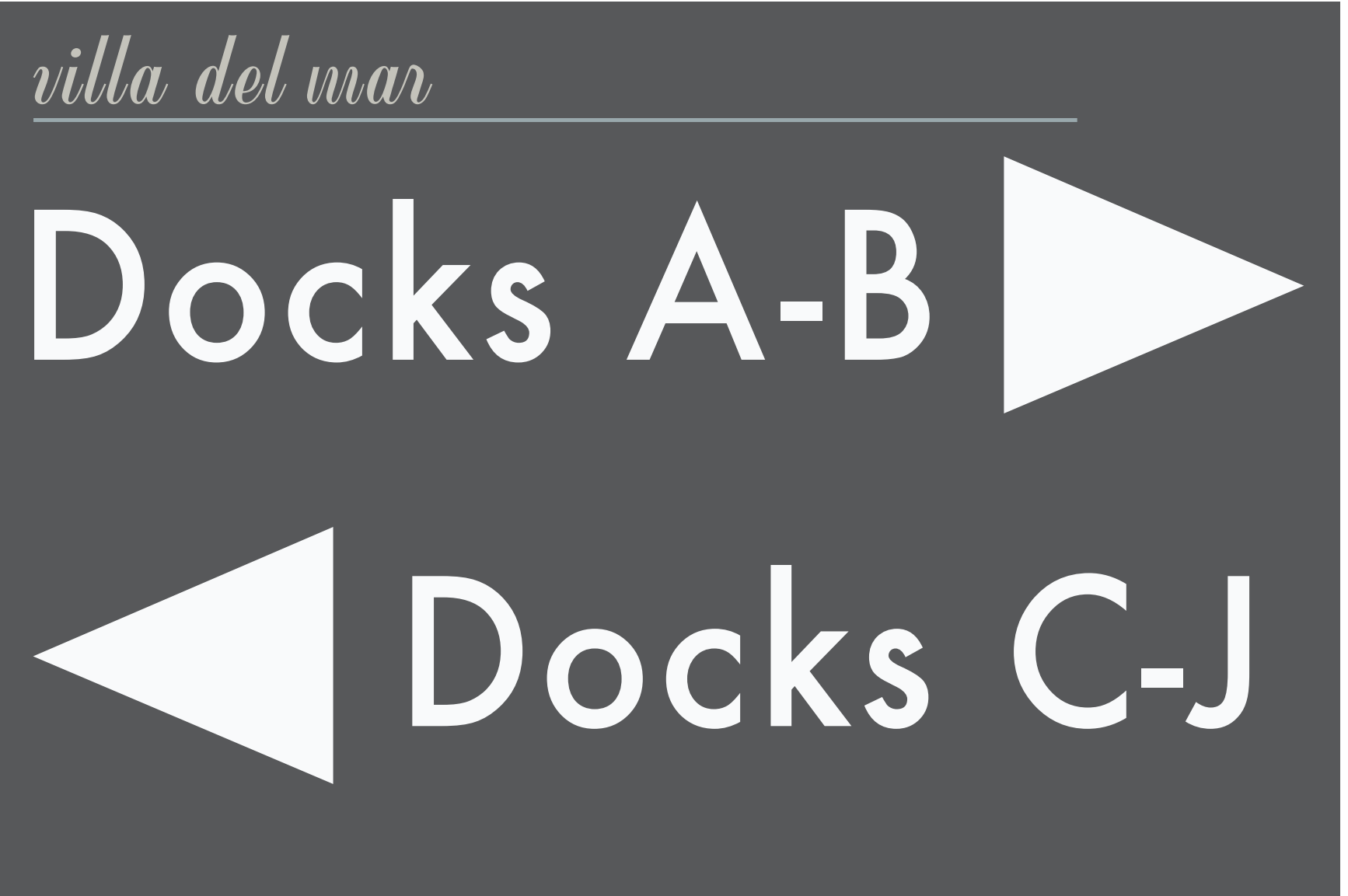
NADEL
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SEAL: DATE: C-8376 3/31/15
CONSULTANT: TITCHENOR & THORP ARCHITECTS, INC.
REVISIONS: DCB 3.18.2015
OWNER: VILLA DEL MAR APARTMENTS & MARINA
13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

PROJECT: VILLA DEL MAR APARTMENTS & MARINA
DRAWING TITLE: SIGNAGE PLAN
DATE: JULY 31, 2013
JOB NO. 09344.00
SCALE: 1/8"=1'-0"
SHEET NO. SG.8



ST1 TRAFFIC/CAUTION SIGN DETAIL	SCALE: 50%	12	SP1 FACILITY IDENTITY (SPECIAL) SIGN DETAIL	SCALE: 50%	8	S11 INFORMATIONAL SIGN ON STREET	SCALE: 12.5%	4
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C1100

SR1 REGULATORY SIGN	SCALE: 50%	11	SD4 FENCE MOUNTED DIRECTIONAL	SCALE: 50%	7	S3 ADDRESS SIGN ON DOCK GATES	SCALE: 12.5%	3
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14001

S12 INFORMATIONAL SIGN AT DRIVEWAYS	SCALE: 50%	10	SD2 FREESTANDING DIRECTIONAL SIGN	SCALE: 50%	6	S2 ADDRESS SIGN ON BUILDINGS	SCALE: N.T.S.	2
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SP2 FACILITY IDENTITY (CODE) SIGN	SCALE: 50%	9	SD1 LARGE DIRECTIONAL SIGN ON WALL	SCALE: 25%	5	S1 PROPERTY IDENTITY SIGN ON BLDG WALL	SCALE: N.T.S.	1
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LOS ANGELES, CALIFORNIA 90049
P.O. BOX 3444, FIDELITY BUILDING
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REVISIONS:

Δ	DCB 3.18.2015
Δ	
Δ	
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Δ	
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Δ	
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OWNER:

PROJECT:

VILLA DEL MAR APARTMENTS & MARINA

13999 MARQUESAS WAY
MARINA DEL REY, CALIFORNIA 90292

DRAWING TITLE:

SIGNAGE DETAILS

DATE: JULY 31, 2013

JOB NO. 09344.00

SCALE: 1/8"= 1'-0"

SHEET NO.

SG.9

ITEM #	ABBREV.	TOTAL QTY.	CATAGORY	SIZE (HT. X W.)	SIGN STYLE	SIGN MTLs.	MOUNTING	ILLUMINATION	BACKGRD. COLOR	BACKGRD. FINISH	ADA	CORNERS	1 OR 2 SIDED TEXT	TYPE STYLE	TYPE COLOR	TYPE FINISH	INSTALL	NOTES	
1	S12	A	X	PROPERTY IDENTITY	32"W. x 24"H.	POST AND PANEL	063 ALUMINUM W/ PAINT	POST MOUNT	NA	80% BLACK	MATTE	NA	SQUARE	1 SIDED	HIGH PERFORMANCE VINYL	P179-1C	GLOSS	YES	VILLA DEL MAR - LEASING LEFT ARROW
2	ST1	A	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	DO NOT ENTER
3	ST1	B	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	PEDESTRIAN WALK
4	ST1	C	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	FIRE LANE
5	ST1	D	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	RIGHT TURN ONLY
6	ST2	A	X	TRAFFIC/CAUTION	8"6"W. x 1'8"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	WALL MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	LOW CLEARANCE
7	SP1	A	X	FACILITY IDENTITY (SPECIAL)	16"W. x 18"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	GATE MOUNT	NA	80% BLACK	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	P179-1C	NA	YES	DOCK IDENTITY - VERIFY LETTER
8	SP1	B	X	FACILITY IDENTITY (SPECIAL)	16"W. x 18"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	GATE MOUNT	NA	80% BLACK	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	P179-1C	NA	YES	DOCK IDENTITY - VERIFY LETTER
9	S2	A	X	ADDRESS (BUILDING)	10" HT. LETTERS	FLAT CUT	ALUMINUM W/ CLEAR COAT	PIN MOUNT TO WALL	NA	NA	NA	NA	NA	1 SIDED	1/2"THICK	SILVER	BRUSHED	YES	BUILDING ADDRESS - VERIFY NUMBERS
10	S3	A	X	ADDRESS (DOCKS)	5" HT. LETTERS	FLAT CUT	ALUMINUM W/ CLEAR COAT	ADHERE TO GATE	NA	NA	NA	NA	NA	1 SIDED	1/8"THICK	SILVER	BRUSHED	YES	DOCK ADDRESS - VERIFY NUMBERS
11	S3	B	X	ADDRESS (DOCKS)	5" HT. LETTERS	FLAT CUT	ALUMINUM W/ CLEAR COAT	ADHERE TO GATE	NA	NA	NA	NA	NA	1 SIDED	1/8"THICK	SILVER	BRUSHED	YES	DOCK ADDRESS - VERIFY NUMBERS
12	SP2	A	X	FACILITY IDENTITY (CODE)	10"W. x 6"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	WALL MOUNT	NA	80% BLACK	NA	YES	1/8"RADIUS	1 SIDED	TACTILE & VINYL	P179-1C	MATTE	YES	BATHHOUSE MEN
13	SP2	B	X	FACILITY IDENTITY (CODE)	10"W. x 6"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	WALL MOUNT	NA	80% BLACK	NA	YES	1/8"RADIUS	1 SIDED	TACTILE & VINYL	P179-1C	MATTE	YES	BATHHOUSE WOMEN
14	SP3	A	X	FACILITY IDENTITY (CODE)	1'0"	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	DOOR MOUNT	NA	WHITE	MATTE	YES	1/8"RADIUS	NA	NA	NA	NA	YES	TRIANGLE SYMBOL ON DOOR
15	SP3	B	X	FACILITY IDENTITY (CODE)	1'0"	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	DOOR MOUNT	NA	WHITE	MATTE	YES	1/8"RADIUS	NA	NA	NA	NA	YES	CIRCLE SYMBOL ON DOOR
16	SI2	B	X	PROPERTY IDENTITY	32"W. x 24"H.	POST AND PANEL	063 ALUMINUM W/ PAINT	POST MOUNT	NA	80% BLACK	MATTE	NA	SQUARE	1 SIDED	HIGH PERFORMANCE VINYL	P179-1C	GLOSS	YES	VILLA DEL MAR - LEASING LEFT ARROW
17	ST1	A	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	DO NOT ENTER
18	ST1	D	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	RIGHT TURN ONLY
19	SD4	A	X	FENCE MOUNTED DIRECTIONAL	16"W. x 12"H.	METAL PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	FENCE MOUNT	NA	80% BLACK	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	P179-1C	NA	YES	DOCK DIRECTIONAL
20	S3	C	X	ADDRESS (DOCKS)	5" HT. LETTERS	FLAT CUT	ALUMINUM W/ CLEAR COAT	ADHERE TO GATE	NA	NA	NA	NA	NA	1 SIDED	1/8"THICK	SILVER	BRUSHED	YES	DOCK ADDRESS - VERIFY NUMBERS
21	SP1	C	X	FACILITY IDENTITY (SPECIAL)	16"W. x 18"H.	PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	GATE MOUNT	NA	80% BLACK	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	P179-1C	NA	YES	DOCK IDENTITY - VERIFY LETTER
22	ST1	C	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	FIRE LANE
23	ST1	C	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P179-1C	NA	NA	SQUARE	1 SIDED	ETCHED & PAINTED	80% BLACK	NA	YES	FIRE LANE
24	ST1	A	X	REGULATORY	12"W. x 9"H.	POST AND PANEL	NONGLARE ACRYLIC WITH SUBSURFACE GRAPHIC	POST MOUNT	NA	P									

DATE: May 13, 2015 10:00

PROJECT IDENTITY

*Villa del Mar identity sign on the rental
office building*

- Project Identity on Leasing Office
- Project Identity on Building
- Project Identity on Marina?

villa del mar

APARTMENT HOMES AND MARINA



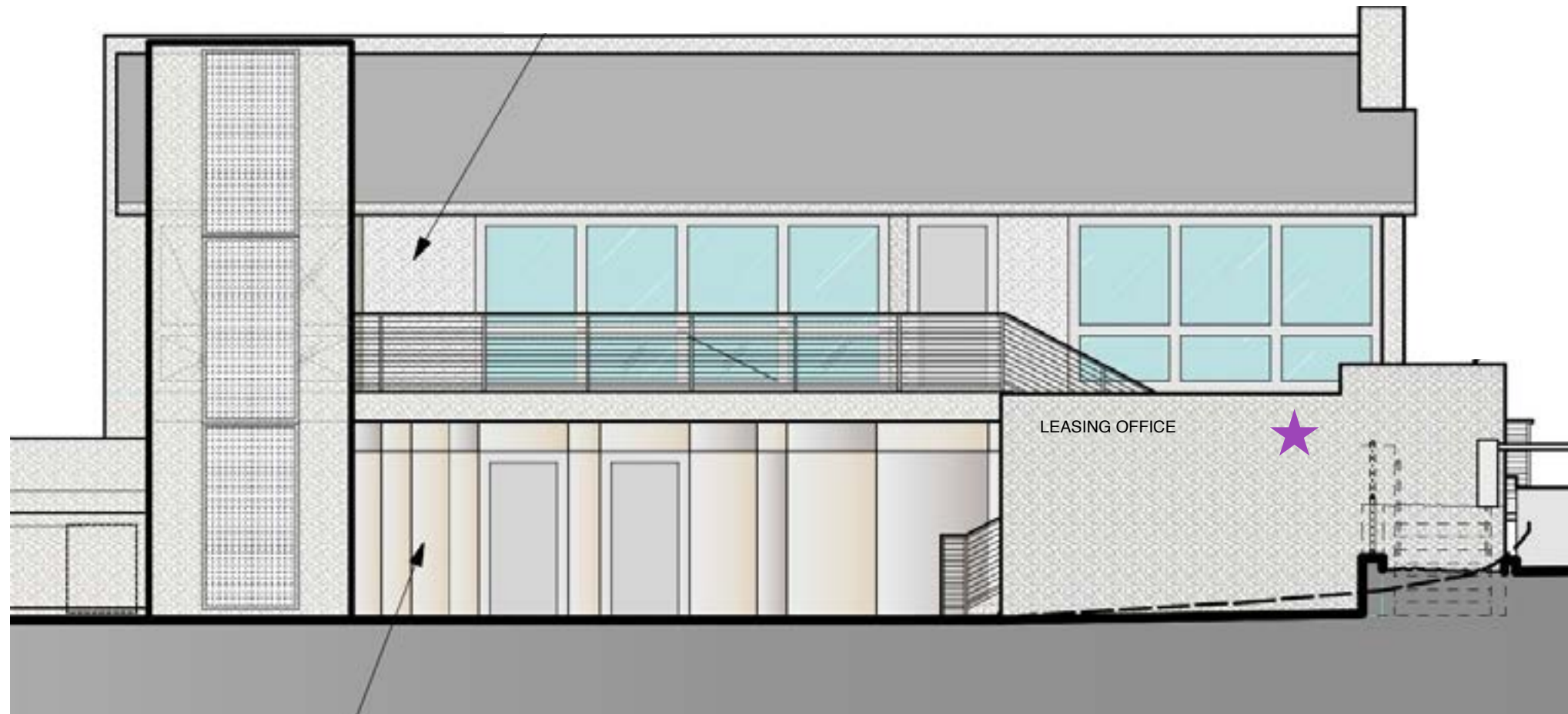


LARGE DIRECTIONAL



LEASING OFFICE

LEASING OFFICE



TICHENOR & THORP ARCHITECTS, INC.

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SITE SIGNAGE
VILLA DEL MAR APARTMENTS
MARINA DEL REY
03.17.2015

SIGNAGE TYPES
PRIMARY AMENITY OR BUILDING IDENTITY



INFORMATIONAL

Sales signage on street
Property identity at driveways





BUILDING ADDRESS

*Street Addresses of Apartments
and Common Facilities*

- Buildings A - E
- Leasing Office
- Athletic Club
- Recreation Building

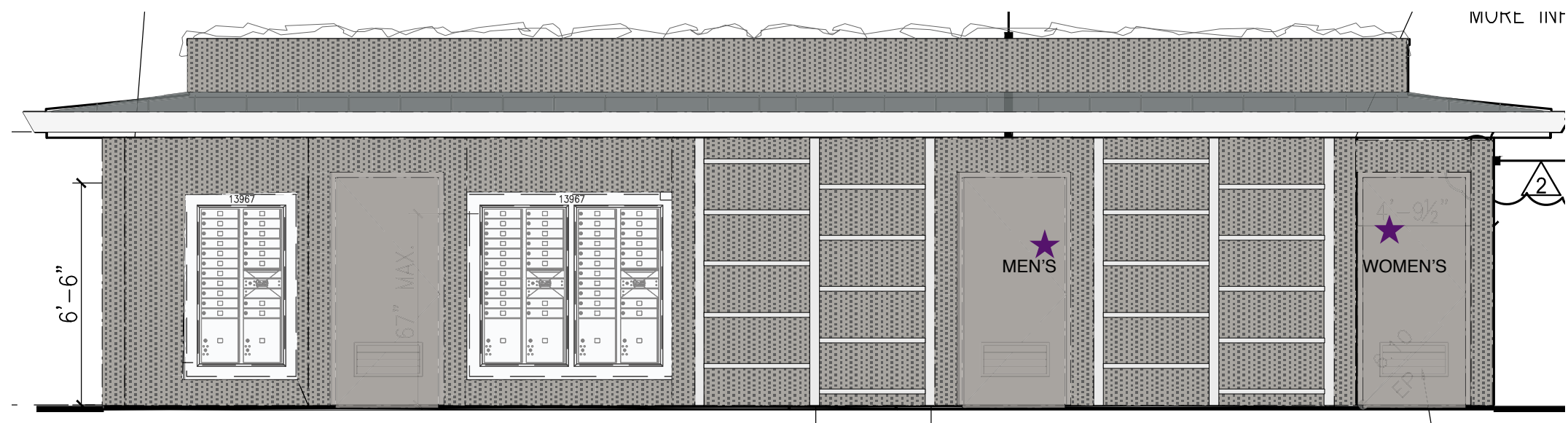
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FACILITY IDENTITY

- Men's and Women's restroom and locker room signs
- Laundry room signs
- Stairs
- Storage
- Mechanical





DIRECTIONAL

Sales area courtyard signs, directing residents to the pool area, clubhouse, fitness center.

- Leasing Office - Top of Stairs
- Recreation Building
- Athletic Club and Leasing Office

*Basketball and Tennis Courts sign
(Take Elevator to 3rd Floor)*

Dock Numbers





REGULATORY/CAUTION

Rental Office Parking Signage

- Low Clearance
- Guest Parking
- Handicap Parking
- Boater Parking
- Resident Entry Only
- Right Turn Only
- Left Turn Only
- No Parking Fire Lane
- Pool Area Signage
- Caution Automatic Gate
- Exit Only
- Assigned Parking Only
- Pet Waste



LOW CLEARANCE

